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CONSUMER ATTITUDE AND BEHAVIOR STUDY

THE TAKE OUT MARKET

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OBJECTIVES OF THE STUDY

Interest in take out meals and snacks has been increasing recently. More than four out of 10 restaurant occasions involve take out foods and beverages, and at fast food places the proportion is approaching six out of 10. Research conducted by the National Restaurant Association has revealed that 40 percent of the adults have tried a restaurant which specializes in pizza delivery and nearly 20 percent have been to a place which offers gourmet take out. One of the primary reasons why take out is growing and will continue to grow is because consumers of today are interested in convenience. More people are seeking an alternative to preparing meals at home. Among these are working wives and mothers, singles and young adults.

To provide restaurateurs with reliable information on the popularity and consumption of take out meals and snacks, the National Restaurant Association conducted a consumer survey in April and May, 1985. The purpose of the survey was to determine who purchases take out meals, when take out meals are purchased, where they are purchased, why they are purchased and what is purchased. In addition, general attitudes toward take out purchases and options were also sought. This report highlights these consumer attitudes and behavior.

As restaurant operators read through this report they will be able to relate their own experiences to the discussion and observe which demographic segments are likely purchasers of take out meals and snacks. The results of this survey are intended to assist restaurateurs in becoming more effective decision makers by increasing their knowledge of consumer behavior as it relates to take out meals and snacks. This information can be helpful when making the following types of decisions.

- Determining whether or not to offer take out service, drive thru service or delivery service.
- Determining what types of foods and beverages are best offered for take out.
- Determining advertising and promotional campaigns for take out business.

HOW THE STUDY WAS CONDUCTED

Data for this report were obtained from a mail survey conducted during April and May, 1985. Questionnaires were mailed to 1,000 households, and information on take out meals and snacks was asked of the three oldest household members. Approximately 60 percent of the households returned completed questionnaires, and data were obtained on over 1,000 individuals from these households. More than 900 separate take out occasions were reported by these individuals, and this report focuses on the details of these occasions. The field and data processing work for this study were performed by National Family Opinion, Inc., a national market research firm headquartered in Toledo, Ohio.

A profile of the respondents can be found on the following page.

PROFILE OF RESPONDENTS

DEMOGRAPHIC CHARACTERISTIC	PERCENT OF RESPONDENTS
SEX	
Male	44.4%
Female	55.4
AGE	
Under 18	8.9%
18-24	6.7
25-34	16.3
35-44	15.0
45-54	15.7
55-64	16.8
65 and over	20.4
HOUSEHOLD SIZE	
1 person	15.3%
2 persons	35.2
3 persons	19.8
4 persons	18.6
5 or more persons	11.1
HOUSEHOLD COMPOSITION	
Single	15.3%
Married, no children	28.3
Family, youngest child under 6	9.7
Family, youngest child 6-12	13.3
Family, youngest child 13-17	13.4
Family, youngest child 18 or over	19.9
FEMALE EMPLOYMENT	
Employed full time	33.4%
Employed part time	14.7
Not employed	44.9
HOUSEHOLD INCOME	
Under $10,000	20.0%
$10,000-$14,999	13.0
$15,000-$19,999	9.3
$20,000-$24,999	10.5
$25,000-$34,999	19.7
$35,000-$49,999	17.4
$50,000 and over	10.0

PROFILE OF RESPONDENTS (continued)

DEMOGRAPHIC CHARACTERISTIC	PERCENT OF RESPONDENTS
REGION	
New England	5.9%
Middle Atlantic	15.6
East North Central	19.8
West North Central	9.0
South Atlantic	18.1
East South Central	4.8
West South Central	7.0
Mountain	5.1
Pacific	14.5

NOTES TO THE READER

The analysis of the responses to this consumer attitude and behavior study is based on answers from individuals 8 years old and older. However, most of the discussion in this report focuses on the take out behavior and attitudes of adults age 18 and older. (About 9 percent of the respondents to this survey were under 18 years old.)

In addition, readers should keep in mind the following as they read through this report.

- A take out user is defined as a person who purchases a take out meal at least once a year. A take out non-user is defined as a person who never purchases a take out meal or snack.

- Among take out users, the following definitions are used:

FREQUENT USERS:	Individuals who purchase take out meals and snacks two or more times a month.
OCCASIONAL USERS:	Individuals who purchase take out meals and snacks once a month or once every other month.
INFREQUENT USERS:	Individuals who purchase take out meals and snacks only once or twice a year.

- Take out user and non-user data highlighted in parts of Section I which detail take out usage at different types of establishments and at different meal periods are based only on respondents who report they purchase food to go at least once a year. (These persons answered question 2a. with a response other than NEVER.)

- Calculations of mean value scores for Section III are based on the following scale: 5 = agree very much, 4 = agree somewhat, 3 = neither agree nor disagree, 2 = disagree somewhat and 1 = disagree very much. Non-responses were not used in these calculations.

- The following definitions have been used in the discussion on respondent attitudes toward take out foods and beverages (Section III).

AGREE:	Individuals who strongly agreed or somewhat agreed with the statement.
DISAGREE:	Individuals who strongly disagreed or somewhat disagreed with the statement.

- In some cases the sample size of a particular segment was too small for analysis. An asterisk (*) has been used in this report when this occurs.

- Muliple recent take out occasions were reported by some respondents, and these occasions were allowed. As a result, some responses to questions discussed in Section II may total more than 100 percent.

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EXECUTIVE SUMMARY

o More than eight out of 10 people purchase a take out meal or snack at least once a year.

o More than half (56 percent) purchase food to go more than twice a month.

o Only 15 percent of the people interviewed said they never purchase take out meals or snacks.

o Most people purchase take out foods and beverages from fast food places. Six out of 10 people said they buy food to go from a quick service restaurant more than twice a month.

o The most likely users of meals and snacks to go are those who are most concerned with convenience and saving time. These include: women, 18 to 34 year olds, singles, families with teenagers, households where the female head is employed and households with incomes between $20,000 and $50,000.

o Those who are less likely to purchase take out meals and snacks include: senior citizens, married couples with no children, households where the female head is not employed and households with incomes under $15,000.

o Lunch is a popular take out meal. Over half the take out consumers interviewed reported they purchase foods and beverages for lunch at least twice a month, and only 12 percent said they never do so.

o Nearly everyone likes the advantage of a take out dinner. Only 12 percent of the take out users interviewed reported they never purchase foods and beverages to go for the evening meal. Most of those who do buy take out for dinner do so frequently, with 45 percent reporting they purchase take out for dinner two or more times a month.

o Breakfast is the meal which is least likely to involve take out foods and beverages. Nearly half the take out patrons surveyed said they never purchase take out foods and beverages for breakfast.

o The most recent take out occasion:

- Occurred in the past two weeks
- Occurred at a fast food place
- Was for lunch or dinner
- The take out order was placed at the counter
- The patron drove to the establishment

- The establishment was less than 2 miles away

o The most popular take out food is a hamburger or a cheeseburger. Four out of 10 said they ordered a hamburger or cheeseburger on their most recent take out occasion.

o French fries, other types of sandwiches, chicken and pizza are also popular items for take out.

o Soft drinks top the list of beverages for take out. More than six out of 10 said they purchased a soft drink with their last take out meal.

o People opt for a take out meal or snack because it is faster and more convenient than preparing the meal at home.

o People opt for a take out meal or snack rather than eating at the establishment because it is faster.

o If no take out service is available, many people will opt to either eat at home or eat at the restaurant. Forty-two percent said that if they had not been able to purchase take out foods on their most recent take out occasion, they would have eaten at home. Thirty-eight percent said they would have eaten at the restaurant, and 14 percent would have skipped the meal.

o Many people are purchasing more take out meals. Nearly half of those interviewed said they were purchasing more take out meals now than they were three years ago.

o Most people appear to be satisfied with take out service at the nation's restaurants. Specifically, they are satisfied with the packaging, the quality of food and the variety of food offerings.

o Consumers prefer take out foods and beverages purchased at restaurants and fast food places to that purchased at grocery stores and convenience stores.

o When actually purchasing a take out meal, consumers look for a convenient establishment. Seven out of 10 said that how far away the establishment is located is important when choosing a place to purchase a take out meal or snack.

o Consumers have some desires regarding take out service. Four out of 10 would like to see more places offer drive thru service, three out of 10 would like to see more fancy restaurants offer take out service and one out of three would like to see more places offer delivery service.

SECTION I

PROFILE OF TAKE OUT PATRONS

SECTION I

PROFILE OF TAKE OUT PATRONS

In this section...

- Frequency of purchasing take out meals and snacks
- Who purchases take out meals and snacks
- Who purchases take out meals and snacks at various types of eating establishments
- Who purchases take out meals and snacks for different meal occasions

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A. Frequency of Purchasing Take Out Meals

The purchase of take out meals and snacks is very popular with today's busy consumer. This survey revealed that more than eight out of 10 people will purchase a take out meal or snack at least once each year. In addition, most people frequently purchase foods and beverages to go. More than half (56 percent) reported they purchase take out foods and beverages more than twice a month. An additional 20 percent do so once a month or once every other month, and 9 percent do it about once every six months or once a year. Only 15 percent said they never purchase take out meals and snacks from restaurants and other eating establishments.

Most people purchase their take out foods and beverages from fast food places, according to the results of this survey. Among those who purchase take out, six out of 10 (58 percent) said they purchase food to go from quick service restaurants more than twice a month and an additional one-fourth do so once a month or once every other month. The frequency of purchasing take out at full service restaurants is lower, only 28 percent report they do so more than twice a month and 23 percent do so once a month or once every other month. Nearly three in 10 said they never purchase foods and beverages to go from table service restaurants.

Obtaining take out meals and snacks from other types of establishments such as convenience stores, grocery stores and delis is less popular with most consumers. This may be due in part to a significantly smaller number of such outlets which offer food and beverages to go. For example, 43 percent of the people interviewed said they never purchase take out foods and beverages from convenience stores and only 23 percent said they do so more than twice a month. The proportions for delis--38 percent and 14 percent, respectfully -- show a similar range. However, grocery stores fare a little better. Nearly three out of 10 (29 percent) said they purchase take out meals and snacks from supermarkets more than twice a month, while a slightly higher 34 percent said they never do so.

TABLE I-1

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES BY TYPE OF ESTABLISHMENT

Frequency	All Establishments	Fast Food Places*	Table Service Restaurants*	Grocery Stores/ Supermarkets*	Convenience Stores*	Delis*
FREQUENT USER (At least twice a month)	56.0%	58.1%	27.8%	29.2%	22.8%	14.4%
OCCASIONAL USER (Once a month, or once every other month)	20.4	25.0	22.9	17.4	17.7	20.2
INFREQUENT USER (Once every 6 months; once a year)	8.9	12.1	20.2	19.1	16.7	26.9
NON-USER (Never purchases take out)	14.7	4.8	29.1	34.3	42.8	38.5

* Based only on those who purchase take out foods and beverages at least once a year.

B. Who Purchases Take Out Meals and Snacks

Differences exist among the various demographic groups concerning frequency of take out usage. The most likely users of meals and snacks to go are those who are probably most concerned with convenience and saving time. These include:

- Women
- 18 to 34 year olds
- Singles
- Families with teenagers
- Southerners
- Households where the female head is employed
- Households with incomes between $20,000 and $50,000
- People who eat out more than twice a month

Although individuals from all demographic groups purchase take out foods and beverages, some are less likely to do so. These include:

- Senior citizens
- Married couples with no children
- Midwesterners
- Households where the female head is not employed outside the home
- Households with incomes under $15,000
- People who eat out only once every six months or less often

In analyzing the frequency of purchasing take out meals and snacks some interesting differences are noted. For example, frequency decreases with age. Individuals 18 to 24 years old are very heavy users of take out -- 88 percent report they do so more than twice a month. This proportion drops slightly for the 25 to 34 year old group -- 77 percent and to 72 percent for those 35 to 44. The proportion is lowest for senior citizens, with only 30 percent reporting they purchase food to go more than twice a month.

Singles and families with children are also frequent buyers of take out meals and snacks. Nearly six out of 10 singles said they purchase take out more than twice a month. Families with teenagers (65 percent) and families where the youngest child is between 6 and 12 years old (66 percent) are also heavy users of take out restaurant meals. On the other hand, married couples with no children purchase take out less frequently, with only 44 percent saying they do so more than twice a month versus 23 percent who never purchase take out foods.

Working wives and mothers like the convenience of take out foods and beverages, and they purchase such things frequently. Nearly seven out of 10 respondents from households where the female head is employed full time report they buy meals and snacks to go more than twice a month, and six out of 10 of those from families where the female head works part time do the same. In comparison, only 44 percent of those surveyed from households where the wife or mother is not employed outside the home said they purchase take out foods and beverages more than twice a month, and nearly a quarter report they never do so.

Households with moderate and upper incomes often take advantage of the convenience of take out service. Approximately six out of 10 respondents from households with incomes between $20,000 and $50,000 said they purchase take out foods and beverages from eating establishments more than twice a month and only about one out of 10 said they never do so. On the other hand, those from lower income households are less frequent users, with slightly less than half reporting they purchase take out more than twice a month and about two out of 10 saying they never do so.

TABLE I-2

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT ALL TYPES OF ESTABLISHMENTS

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	53.2%	20.9%	9.2%	16.7%
Female	58.3	20.1	8.7	12.9
AGE				
Under 18	51.0%	17.3%	4.1%	26.6%
18-24	87.7	9.6	1.4	1.3
25-34	76.8	17.5	4.0	1.7
35-44	72.2	17.3	4.9	5.6
45-54	53.8	24.3	11.2	10.7
55-64	43.9	30.6	12.2	13.3
65 +	30.3	18.8	16.0	34.9
FAMILY COMPOSITION				
Single	57.5%	20.4%	9.0%	13.1%
Married, no children	44.3	20.8	12.1	22.8
Family, youngest child				
under 6	58.6	17.3	8.7	15.4
6-12	65.7	19.9	3.4	11.0
13-17	65.3	21.5	7.0	6.2
18 +	57.6	21.0	9.5	11.9
REGION				
Northeast	54.7%	21.1%	9.1%	15.1%
Midwest	50.3	19.4	9.7	20.6
South	63.7	17.8	6.8	11.7
West	54.0	25.1	10.9	10.0
FEMALE EMPLOYMENT				
Full time	69.2%	17.9%	6.3%	6.6%
Part time	58.1	26.9	8.8	6.2
Not employed	43.9	20.7	10.4	25.0
HOUSEHOLD INCOME				
Under $10,000	48.1%	22.9%	8.4%	20.6%
$10,000-$14,999	57.6	15.8	5.8	20.8
$15,000-$19,999	51.0	29.0	7.0	13.0
$20,000-$24,999	65.2	16.5	7.0	11.3
$25,000-$34,999	57.5	21.0	10.3	11.2
$35,000-$49,999	65.6	14.5	11.3	8.6
$50,000 and over	45.4	26.4	10.9	17.3

TABLE I-2 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT ALL TYPES OF ESTABLISHMENTS

Demographic Characristic	Frequent User	Occasional User	Infrequent User	Non-User
HOUSEHOLD SIZE				
One	57.5%	20.4%	9.0%	13.1%
Two	48.3	21.4	11.3	19.0
Three	59.9	20.3	9.4	10.4
Four	62.8	17.6	7.0	12.6
Five or more	60.3	22.3	3.3	14.0
FREQUENCY OF EATING OUT				
4 or more times a month	65.6%	18.1%	6.7%	9.6%
2 or 3 times a month	58.7	19.6	8.5	13.2
Once a month	46.1	26.2	10.0	17.7
Once every other month	28.8	35.6	16.9	18.7
Once every 6 month/once a year	25.0	20.0	23.3	31.7
Never	*	*	*	*
TOTAL RESPONDENTS	56.0%	20.4%	8.9%	14.7%

* Sample size too small for analysis.

C. Who Purchases Take Out Meals and Snacks at Various Types of Establishments.

Distinct differences exist between frequent users and non-users of take out meals and snacks among the different types of establishments which offer such service. These differences are examined in this section of the report. (Readers are reminded that this portion of the analysis is based only on those respondents who said they purchase take out meals. Those who stated they never purchase take out foods and beverages have been excluded.)

Fast Food Restaurants

As with take out in general, differences in who purchases take out foods from fast food restaurants and the frequency of such purchases are evident. The most likely users of meals and snacks to go at quick service places are:

- 18 to 34 year olds
- Singles
- Families with children under 18
- Southerners
- Households where the female head is employed
- Individuals who eat out at least once a week

In analyzing the frequency of purchasing take out meals and snacks from fast food restaurants it becomes evident that nearly everyone does so. Only about five percent of take out consumers said they never purchase take out foods and beverages from fast food places, and 58 percent do so more than twice a month, and an additional 25 percent do so once a month or once every other month.

Frequency of buying foods and beverages to go at a fast food place decreases with age. Approximately eight out of ten 18 to 34 year olds said they purchase food to go from such establishments more than twice a month. This proportion drops to 62 percent for 35 to 44 year olds and to 50 percent for 45 to 54 year olds. The proportion is lowest for senior citizens, with only three out of 10 reporting they purchase take out meals and snacks at fast food restaurants more than twice a month.

Singles and families with young children and teenagers like the convenience of take out service at quick service places, and they purchase food to go frequently. Six out of 10 singles reported they buy food to go from such establishments twice a month or more often. A slightly higher 66 percent of the individuals from households with teenagers and 64 percent of those from households with children under 13 said they buy take out foods and beverages more than twice a month. In contrast, less than half (48 percent) the people surveyed from married couple/no children households reported they purchase meals and snacks to go from fast food restaurants twice a month or more often.

Table Service Restaurants

The most likely groups to purchase take out meals and snacks at table service restaurants include:

- 18 to 34 year olds
- Singles
- Households with teenagers
- Southerners
- Individuals who eat out at least once a week

In analyzing the frequency of purchasing take out meals and snacks from table service restaurants it is evident that about three out of 10 consumers never do so. However, a nearly equal proportion (28 percent) said they purchase food to go from such establishments at least twice a month, and an additional 23 percent do so once a month or once every other month.

As with take out in general, senior citizens are least likely to buy food and beverages to go. Nearly half (46 percent) the individuals age 65 and over said they never purchase take out meals and snacks from full service places, and fewer than two out of 10 said they do so more than twice a month. In contrast, 34 percent of the 18 to 34 year olds said they are frequent buyers of take out at such places and only about two out of 10 said they never do it.

Singles appear to enjoy the option of take out service at table service restaurants. One-third said they purchase take out foods and beverages more than twice a month, and an additional 23 percent report doing it once a month or once every other month. Households with teenagers also use table service restaurants' take out foods and beverages frequently, with 30 percent saying they do it twice a month or more often. However, individuals from married couple/no children households are not frequent users of take out meals from full service establishments. Thirty-six percent said they never purchase such meals, and a much lower 19 percent said they do so frequently.

Grocery Stores/Supermarkets

The individual who tends to purchase meals and snacks to go from grocery stores and supermarkets is likely to come from one or all of the following demographic segments:

- Women
- Over 55 years old
- Individuals from married couple/no children households
- Individuals from households with moderate incomes

About one-third of those interviewed (34 percent) said they never purchase grocery store take out foods and beverages. A slightly lower 29 percent said they do so twice a month or more often. For example, women are more likely to purchase take out from grocery stores two or more times a month than are men. One-third of the females surveyed reported they buy food to go from such an establishment twice a month or more often versus a lower 24 percent for men. This is probably due to the fact that women tend to do most of the food shopping.

Mature adults and senior citizens like the convenience of take out options from supermarkets. Thirty-four percent of the individuals 55 years old and older reported they buy take out foods and beverages from grocery stores or supermarkets twice a month or more often. In comparison, the proportion for 18 to 34 year olds is a lower 28 percent.

Individuals from married couple/no children households frequently purchase take out foods from grocery stores which is contrary to the pattern established for fast food and table service restaurants. More than one-third of these respondents said they buy food to go from such places more than twice a month versus a lower one-fourth for those respondents from households with children.

Grocery store take out foods appeal most to households with moderate and lower incomes. Nearly four out of 10 individuals from households with incomes under $15,000 and three out of 10 of those from households with incomes between $15,000 and $24,999 said they purchase food to go from grocery stores two or more times a month. On the other hand, fewer than two out of 10 individuals from households earning over $35,000 could be classified as frequent purchasers of food to go from such places.

Convenience Stores

The profile of the take out user at convenience stores is different from that at grocery stores and supermarkets. Some of the groups who tend to purchase food to go from such places include:

- Men
- 18 to 34 year olds
- Singles
- Southerners
- Households with incomes under $25,000

More than four out of 10 people surveyed indicated they never purchase food to go from convenience stores, nearly twice as many as the 23 percent who said they do so twice a month or more often.

Men appear to enjoy the convenience offered by food and beverages to go at convenience stores. One-fourth said they go to such places for take out at least twice a month versus a lower 20 percent for women. In terms of age, the 18 to 34 year old has a strong preference for take out foods and beverages from convenience stores. Nearly one-third (32 percent) purchase take out at least twice a month versus a much lower 23 percent for all respondents and about two out of 10 for those 35 to 54 years old. Senior citizens do not appear to opt for take out from convenience stores. More than six out of 10 (64 percent) said they never do so and fewer than one out of 10 said they do so twice a month or more often.

Singles and households with children under 13 purchase take out from convenience stores often. Twenty-two percent of the singles and 26 percent of the individuals from households where the youngest child is under 13 reported they buy food to go two or more times a month from convenience stores. On the other hand, married couples with no children are highly unlikely to opt for take out from such places. Six out of 10 said they never do so.

Moderate income households appear to like to take advantage of take out service at convenience stores, while upper income households are less likely to do so. Nearly three out of 10 individuals from households earning under $25,000 reported they buy food and beverages to go from such establishments at least twice a month. In contrast, fewer than two out of 10 of those from households earning more than $25,000 report doing so.

Delis

Most consumers purchase take out foods and beverages from delicatessens infrequently or not at all. Twenty-seven percent of those surveyed said they do so once every six months or once a year and an even greater 38 percent said they never make such purchases. However, those who tend to purchase food to go from delis more often than others include:

- Women
- 18 to 34 year olds
- Singles
- Women employed full time
- Households with incomes over $25,000

Young adults and baby boomers appear to like the convenience of take out meals and snacks from delis more so than individuals from other age groups. Nearly four out of 10 (39 percent) reported they purchase food to go from delis at least once every other month. In contrast, a lower three out of 10 of those from the other age segments reported the same.

Singles appear to take advantage of deli take out more frequently than do individuals from other household composition groups. Fewer than three out of 10 singles said they never make such purchases compared with 38 percent for all consumers and 42 percent for those from married couple/no children households. More than half the singles said they buy deli take out foods and beverages at least once every other month.

Households with a working wife or mother often like to take advantage of take out foods and beverages from delis. Thirty-five percent said they do so at least once every other month compared with 30 percent each for those who work part time and those who are not employed outside the home.

TABLE I-3

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT FAST FOOD RESTAURANTS

Demographic Characristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	56.8%	26.2%	12.0%	4.9%
Female	59.0	24.0	12.3	4.7
AGE				
18-34	76.7%	18.7%	3.6%	0.9%
35-44	62.4	23.5	10.1	4.0
45-54	49.6	30.6	17.4	2.5
55-64	39.4	34.6	18.3	7.7
65 and over	29.8	30.8	27.6	11.7
FAMILY COMPOSITION				
Single	62.4%	20.5%	13.7%	3.4%
Married, no children	48.3	32.2	13.2	6.3
Family, youngest child				
under 13	64.3	21.9	9.2	4.6
13-17	66.1	22.3	9.8	1.8
18 +	52.0	26.0	15.3	6.7
REGION				
Northeast	54.0%	23.0%	14.9%	8.1%
Midwest	60.0	27.0	9.5	3.5
South	65.8	21.2	10.4	2.7
West	49.4	29.5	15.1	6.0
FEMALE EMPLOYMENT				
Full time	65.6%	20.9%	8.1%	5.4%
Part time	58.6	30.5	7.8	3.1
Not employed	49.0	28.4	17.2	5.4
HOUSEHOLD INCOME				
Under $15,000	59.4%	26.1%	10.1%	4.3%
$15,000-$24,999	56.1	27.5	12.9	3.5
$25,000-$34,999	55.7	26.6	12.0	5.7
$35,000 and over	60.1	20.6	13.6	5.6

TABLE I-3 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT FAST FOOD RESTAURANTS

Demographic Characristic	Frequent User	Occasional User	Infrequent User	Non-User
HOUSEHOLD SIZE				
One	62.4%	20.5%	13.7%	3.4%
Two	50.6	30.5	14.2	4.7
Three	59.9	21.6	11.5	7.0
Four or more	62.0	24.0	9.9	4.1
FREQUENCY OF EATING OUT				
4 or more times a month	70.1%	16.7%	9.8%	3.3%
2 or 3 times a month	49.0	32.0	12.4	6.5
Once a month/ once every other month	37.8	44.9	12.6	4.7
Once every 6 month/once a year	*	*	*	*
Never	*	*	*	*
FREQUENCY OF TAKE OUT				
4 or more times a month	87.2%	8.0%	2.1%	2.6%
2 or 3 times a month	64.9	27.4	4.2	3.6
Once a month/ once every other month	14.2	63.0	17.3	5.6
Once every 6 months/Once a year	*	*	*	*
TOTAL RESPONDENTS	58.1%	25.0%	12.1%	4.8%

* Sample size too small for analysis.

TABLE I-4

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT TABLE SERVICE RESTAURANTS

Demographic Characristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	26.2%	22.4%	20.6%	30.8%
Female	28.8	23.4	19.9	27.9
AGE				
18-34	33.5%	24.4%	20.8%	21.3%
35-44	30.2	18.0	23.0	28.8
45-54	25.4	28.9	16.7	28.9
55-64	24.3	21.5	24.3	29.9
65 and over	18.4	18.4	17.2	46.0
FAMILY COMPOSITION				
Single	33.9%	23.2%	17.0%	25.9%
Married, no children	19.0	22.0	23.8	36.1
Family, youngest child				
under 13	23.0	24.6	23.5	28.9
13-17	30.4	23.2	17.0	29.5
18 +	37.2	21.4	16.6	24.8
REGION				
Northeast	22.8%	18.3%	16.1%	30.6%
Midwest	23.6	29.1	21.6	25.6
South	38.3	21.0	18.2	22.4
West	20.3	19.6	22.9	37.2
FEMALE EMPLOYMENT				
Full time	28.8%	24.5%	16.5%	30.2%
Part time	27.4	21.8	19.4	31.4
Not employed	24.6	20.7	23.8	30.8
HOUSEHOLD INCOME				
Under $15,000	30.9%	25.1%	20.8%	23.2%
$15,000-$24,999	19.2	29.8	19.9	31.1
$25,000-$34,999	27.6	24.8	17.2	30.3
$35,000 and over	30.8	14.9	21.7	32.6

TABLE I-4 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT TABLE SERVICE RESTAURANTS

Demographic Characristic	Frequent User	Occasional User	Infrequent User	Non-User
HOUSEHOLD SIZE				
One	33.9%	23.2%	17.0%	25.9%
Two	22.2	25.3	23.1	29.4
Three	34.0	22.0	20.1	23.9
Four or more	25.9	21.1	19.0	34.0
FREQUENCY OF EATING OUT				
4 or more times a month	40.2%	20.8%	17.3%	21.6%
2 or 3 times a month	21.2	21.2	19.9	37.8
Once a month/once every other month	4.2	30.8	27.5	36.7
Once every 6 months/ once a year	*	*	*	*
Never	*	*	*	*
FREQUENCY OF TAKE OUT				
4 or more times a month	41.0%	24.9%	16.7%	17.3%
2 or 3 times a month	29.1	21.5	19.0	30.4
Once a month/ once every other month	8.8	21.9	22.5	46.9
Once every 6 months/Once a year	*	*	*	*
TOTAL RESPONDENTS	27.8%	22.9%	20.2%	29.1%

* Sample size too small for analysis.

TABLE I-5

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT GROCERY STORES

Demographic Characristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	23.7%	17.2%	19.2%	39.9%
Female	33.1	17.6	19.1	30.2
AGE				
18-34	27.6%	23.5%	19.9%	29.1%
35-44	23.5	16.7	25.8	34.8
45-54	30.9	12.7	18.2	38.2
55 and over	34.0	13.0	18.9	34.0
FAMILY COMPOSITION				
Single	32.1%	22.0%	18.3%	27.5%
Married,no children	36.5	11.9	17.0	34.6
Family, youngest child				
under 13	26.0	18.8	23.2	32.0
13-17	25.5	18.6	15.7	40.2
18 +	25.0	17.2	19.5	38.3
REGION				
Northeast	24.8%	15.4%	19.5%	40.3%
Midwest	24.3	17.1	21.0	37.6
South	34.5	21.8	13.2	25.4
West	32.2	13.8	17.8	36.2
FEMALE EMPLOYMENT				
Full time	27.2%	17.2%	19.8%	35.8%
Part time	25.6	21.5	22.3	30.6
Not employed	33.2	14.4	17.0	35.4
HOUSEHOLD INCOME				
Under $15,000	39.2%	17.5%	13.8%	29.6%
$15,000-$24,999	31.5	19.2	20.5	28.8
$25,000-$34,999	27.2	14.3	15.0	43.5
$35,000 and over	19.3	18.3	26.4	36.0
HOUSEHOLD SIZE				
One	32.1%	22.0%	18.3%	27.5%
Two	33.8	12.1	12.6	36.7
Three	29.0	15.2	21.7	34.0
Four or more	23.6	21.3	19.6	35.6

TABLE I-5 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT GROCERY STORES

Demographic Characristic	Frequent User	Occasional User	Infrequent User	Non-User
FREQUENCY OF EATING OUT				
4 or more times a month	29.8%	19.9%	21.5%	28.8%
2 or 3 times a month	28.7	16.8	16.8	37.8
Once a month/once Once every other month	28.1	14.9	15.8	41.2
Once every 6 months/ once a year	*	*	*	*
Never	*	*	*	*
FREQUENCY OF TAKE OUT				
4 or more times a month	37.7%	20.8%	18.5%	23.0%
2 or 3 times a month	29.9	17.0	20.4	32.6
Once a month/once every other month	17.0	15.0	17.0	51.0
Once every 6 months/ Once a year	*	*	*	*
TOTAL RESPONDENTS	29.2%	17.4%	19.1%	34.3%

* Sample size too small for analysis.

TABLE I-6

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT CONVENIENCE STORES

Demographic Characristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	26.4%	18.7%	15.1%	39.8%
Female	19.5	17.0	18.1	45.4
AGE				
18-34	32.5%	24.6%	13.8%	29.1%
35-44	18.4	19.1	22.0	38.2
45-54	20.8	10.9	18.8	49.5
55 and over	8.4	12.6	15.4	63.6
FAMILY COMPOSITION				
Single	22.0%	21.0%	19.0%	38.0%
Married,no children	17.8	11.1	11.1	60.0
Family, youngest child				
under 13	26.2	19.8	19.8	34.3
13-17	17.6	23.1	17.6	41.7
18 +	28.8	14.4	16.1	40.7
REGION				
Northeast	13.9%	13.2%	19.4%	53.5%
Midwest	22.6	17.7	17.1	42.7
South	32.4	18.6	14.9	34.0
West	19.0	21.2	16.0	43.8
FEMALE EMPLOYMENT				
Full time	23.0%	17.5%	16.2%	42.8%
Part time	19.3	20.2	17.5	43.0
Not employed	21.8	14.1	16.5	47.6
HOUSEHOLD INCOME				
Under $15,000	27.5%	20.4%	12.6%	39.5%
$15,000-$24,999	28.2	14.1	16.8	40.9
$25,000-$34,999	19.8	17.6	14.0	48.5
$35,000 and over	16.0	18.2	22.6	43.1

TABLE I-6 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT CONVENIENCE STORES

Demographic Characristic	Frequent User	Occasional User	Infrequent User	Non-User
HOUSEHOLD SIZE				
One	22.0%	21.0%	19.0%	38.0%
Two	21.8	14.2	10.9	53.0
Three	26.3	21.8	18.0	33.8
Four or more	21.6	16.6	19.8	41.9
FREQUENCY OF EATING OUT				
4 or more times a month	25.6%	18.9%	18.9%	36.6%
2 or 3 times a month	14.0	18.8	16.4	50.8
Once a month/once every other month	25.5	13.2	10.4	50.9
Once every 6 months/ once a year	*	*	*	*
Never	*	*	*	*
FREQUENCY OF TAKE OUT				
4 or more times a month	35.3%	20.6%	15.7%	28.4%
2 or 3 times a month	14.9	21.6	20.1	43.3
Once a month/once every other month	9.1	10.6	13.6	66.7
Once every 6 months/ once a year	*	*	*	*
TOTAL RESPONDENTS	22.8%	17.7%	16.7%	42.8%

* Sample size too small for analysis.

TABLE I-7

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT DELIS

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	12.2%	20.3%	25.5%	42.0%
Female	15.7	20.3	28.0	36.0
AGE				
18-34	14.8%	24.5%	29.6%	31.1%
35-44	14.5	26.7	26.0	32.8
45-54	16.1	14.3	28.6	41.1
55 and over	15.3	16.5	24.7	43 5
FAMILY COMPOSITION				
Single	22.2%	29.6%	20.4%	27.8%
Married, no children	15.0	15.7	26.8	42.5
Family, youngest child under 13	11.4	21.7	29.1	37.7
13-17	9.6	17.3	23.1	50.0
18 +	14.8	18.0	24.6	34.4
REGION				
Northeast	15.0%	22.9%	19.6%	42.5%
Midwest	13.6	15.8	31.0	39.1
South	17.6	19.1	29.8	33.5
West	10.2	24.8	24.8	40.1
FEMALE EMPLOYMENT				
Full time	15.6%	19.9%	27.0%	37.5%
Part time	11.1	19.0	32.5	37.3
Not employed	12.4	17.4	26.1	44.0
HOUSEHOLD INCOME				
Under $15,000	16.6%	23.8%	20.4%	39.2%
$15,000-$24,999	11.3	21.3	23.4	44.0
$25,000-$34,999	18.5	13.9	29.8	37.7
$35,000 amd over	11.1	21.2	33.3	34.4
HOUSEHOLD SIZE				
One	22.2%	29.6%	20.4%	27.8%
Two	15.0	18.0	29.0	38.0
Three	11.8	14.1	28.1	45.9
Four or more	11.4	21.5	27.4	39.7

TABLE I-7 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES AT DELIS

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
FREQUENCY OF EATING OUT				
4 or more times a month	18.5%	23.2%	28.7%	29.6%
2 or 3 times a month	11.4	22.8	20.0	45.7
Once a month/once every other month	9.0	10.0	29.7	50.4
Once every 6 months/ once a year	*	*	*	*
Never	*	*	*	*
FREQUENCY OF TAKE OUT				
4 or more times a month	18.4%	25.8%	26.4%	29.4%
2 or 3 times a month	17.6	23.9	23.2	35.2
Once a month/once every other month	7.5	9.6	26.0	58.2
Once every 6 months/ once a year	*	*	*	*
TOTAL RESPONDENTS	14.4%	20.2%	26.9%	38.5%

* Sample size too small for analysis.

D. Who Purchases Take Out Meals and Snacks at Various Meal Occasions

Distinct differences exist between frequent users and non-users of take out meals and snacks for the various meal occasions. These differences are examined in this section of the report. (Readers are reminded that this anaylsis is based only on those respondents who said they purchase take out meals. Those who stated they never purchase take out foods and beverages at any type of establishment or for any meal occasion have been excluded.)

Breakfast

Breakfast is the meal which is least likely to involve take out foods and beverages. Nearly half the take out patrons surveyed (45 percent) said they never purchase take out foods and beverages for breakfast. On the other hand, fewer than two out of 10 (18 percent) said they buy take out for breakfast two or more times a month. The demographic groups which are most likely to purchase food to go for the morning meal include:

- 18 to 34 year olds
- Singles
- Individuals who eat out at least once a week

In analyzing the frequency of purchasing take out at breakfast it is evident that significant differences among the various demographic groups do exist. Young adults and baby boomers (18 to 34 year olds) appear to like the convenience of a take out breakfast. About one-third reported they purchase food to go for the morning meal at least twice a month, and a smaller 28 percent said they never do so. The proportion who are frequent buyers of breakfast take out decreases with age -- from 19 percent for the 35 to 44 year old group to 16 percent for 45 to 54 year olds and is lowest for senior citizens, 7 percent.

Singles and families where the youngest child is under 13 years old also tend to purchase food to go for breakfast regularly. Twenty-three percent of the singles surveyed reported they buy take out for breakfast at least twice a month, and an additional 22 percent do so once a month or once every other month. The proportions for families with children under 13 are similar -- 23 percent and 19 percent. On the other hand, individuals from married couple/no children households are less inclined to purchase a take out breakfast -- only one in 10 does so at least twice a month, and approximately six in 10 say they never purchase food to go for the morning meal.

Households with a working wife or mother also like the convenience of take out foods and beverages for breakfast. Two out of 10 buy breakfast take out two or more times a month, and an additional one out of seven do so once a month or once every other month. Individuals from households where the female head is not employed outside the home are less inclined to purchase take out for breakfast. Half said they never do so.

Lunch

Lunch is the meal where take out is most likely to be used. Over half the take out consumers interviewed reported they purchase foods and beverages for lunch at least twice a month, and only 12.2 percent said they never do so. The demographic groups which are most likely to purchase a take out lunch include:

- 18 to 34 year olds
- Singles
- Households with a working wife or mother
- Households with incomes over $25,000

In analyzing the frequency of purchasing take out for lunch it is evident that several differences among the different demographic groups exist. For example, as with take out in general, the tendency to purchase foods and beverages to go for the midday meal decreases with age. Young adults and baby boomers are most likely to purchase take out for lunch frequently -- seven out of 10 do so more than twice a month and only 5 percent say they never do so. The proportions for the 35 to 44 year old group are similar -- 64 percent and 5 percent. However, only about one-fourth of the senior citizens reported they purchase lunch to go twice a month or more often, and two out of 10 said they never purchase food to go for the midday meal.

More than half the single take out users interviewed said they purchase take out foods and beverages for lunch twice a month or more often, and an additional 20 percent do so once a month or once every other month. Individuals from married couple/no children households also like the convenience of take out for lunch, but are inclined to use it less frequently than singles. A lower 36 percent said they purchase take out for lunch two or more times a month and a significant 31 percent reported doing so once a month or once every other month.

Not surprisingly, working wormen are more likely to take advantage of take out lunch more often than are their non working counterparts. More than half the people surveyed from households where the female head works outside the home reported they buy take out foods and beverages for the midday meal two or more times a month versus a lower 43 percent for those from households where the female head does not work.

Upper income households are also frequent users of take out for lunch, with more than half the individuals from households earning $25,000 or more saying they purchase food to go for lunch two or more times a month. Only one out of 10 said they never do so. On the other hand, two out of 10 of those surveyed from households earning between $15,000 and $24,999 said they never purchase a take out lunch.

Dinner

Nearly everyone likes the advantage of a take out dinner occasionally. Only 12 percent of the take out users interviewed reported they never purchase foods and beverages to go for the evening meal. Most of those who do buy take out for dinner do so frequently, with 45 percent reporting they purchase take out for dinner two or more times a month. An additional 26 percent do so once a month or once every other month. The groups which take advantage of food to go for dinner the most include:

- 18 to 34 year olds
- Families with children
- Singles
- Households with a working wife or mother
- Households earning more than $35,000

Young adults and baby boomers (18 to 34 year olds) like the convenience of a take out dinner and purchase take out for the evening meal frequently -- six out of 10 do so at least twice a month. More than half the 35 to 45 year olds report they buy foods and beverages to go for dinner two or more times a month. However, only about one-third of those 45 to 64 years old are frequent users of take out for dinner and fewer than three out of 10 senior citizens can be classified as frequent purchasers.

Half the single take out users said they frequently buy food to go for the evening meal, and slightly less than half the individuals from families where the youngest child is under 18 years old said they purchase take out foods and beverages for dinner two or more times a month. On the other hand, only about one-third of the respondents from households comprised of married couples and no children said they buy food to go for dinner frequently.

Households where the wife or mother is employed full time are very likely to take advantage of take out foods and beverages for the evening meal. More than half said they make such purchases two or more times a month and about one out of 10 said they never buy take out foods and beverages for dinner. However, for households where the wife or mother is not employed outside the home take out dinner is not quite as important. A lower 36 percent reported they are frequent users of take out dinners and a higher 18 percent are non-users.

Upper income households frequently take advantage of take out foods and beverages for the evening meal. More than half (52 percent) the respondents from households with annual incomes above $35,000 report they purchase food to go for dinner two or more times a month. In comparison, the proportion for those from other household income groups is a lower four out of 10.

Snacks

Approximately three out of 10 take out users report they purchase a snack to go two or more times a month, while a nearly equal proportion said they never do so. The groups which are most likely to take advantage of take out for snacks include:

- 18 to 34 year olds
- Households with children under 13
- Households where the female head is employed part time
- Households with incomes under $15,000

Young adults and baby boomers (18 to 34 year olds) are the most likely age segment to purchase take out foods and beverages for a snack. Nearly half (46 percent) reported doing so at least twice a month, and only 16 percent said they never purchase a snack to go. In comparison, the proportions for the 35 to 44 year old group are identical -- 26 percent, and those for the 45 to 54 year olds are 26 percent and 37 percent. Senior citizens are very unlikely to purchase snacks to go frequently. Only two out of 10 said they do so twice a month or more often, and most (42 percent) said they never do so.

Respondents from households where the youngest child is under 13 enjoy the convenience of take out snacks. Thirty-six percent reported they purchase food to go for a snack two or more times a month, and an additional 28 percent said they do so once a month or once every other month. Only two out of 10 said they never purchase a take out snack. In comparison, individuals from married couple/no children households are less likely to buy a snack to go -- only 19 percent do so frequently and nearly twice as many, 35 percent, never do so.

Individuals with incomes under $15,000 will often purchase a take out snack, perhaps because the cost is relatively low. Thirty-seven percent of the people interviewed from households with incomes under $15,000 reported they purchase take out snacks two or more times a month, and a considerably lower 22 percent said they never do so. In comparison, the proportions for those from households earning more than $35,000 are 26 percent and 29 percent, respectively.

TABLE I-8

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES FOR BREAKFAST

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	18.6%	14.8%	18.9%	47.6%
Female	17.2	16.7	21.5	43.6
AGE				
18-34	32.8%	17.6%	21.4%	28.1%
35-44	19.0	21.9	21.2	38.0
45-54	16.3	10.8	20.2	52.7
55 and over	6.8	12.0	17.3	63.9
FAMILY COMPOSITION				
Single	22.8%	21.9%	15.8%	39.5%
Married, no children	10.1	11.3	22.0	56.6
Family, youngest child				
under 13	23.4	18.6	23.9	34.0
13-17	15.2	17.8	16.9	50.0
18 +	20.4	11.2	20.4	48.0
REGION				
Northeast	15.9%	10.2%	21.0%	52.9%
Midwest	16.1	18.6	23.1	42.2
South	24.3	17.6	20.3	37.8
West	15.7	15.7	16.3	52.3
FEMALE EMPLOYMENT				
Full time	21.2%	15.8%	20.2%	42.8%
Part time	18.9	13.4	23.6	44.1
Not employed	14.3	15.5	19.9	50.2
HOUSEHOLD INCOME				
Under $15,000	18.0%	19.0%	19.0%	44.0%
$15,000-$24,999	23.0	13.8	20.4	42.8
$25,000-$34,999	18.2	14.4	20.8	46.5
$35,000 and over	15.9	15.4	21.4	47.3

TABLE I-8 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES FOR BREAKFAST

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
HOUSEHOLD SIZE				
One	22.8%	21.9%	15.8%	39.5%
Two	11.1	13.0	21.8	54.2
Three	22.8	13.2	18.0	46.1
Four or more	20.1	17.5	23.1	39.3
FREQUENCY OF EATING OUT				
4 or more times a month	27.1%	19.0%	18.8%	36.6%
2 or 3 times a month	9.4	12.5	21.2	56.9
once a month/ once every other month	9.1	14.9	22.3	53.7
Once every 6 months/once a year	*	*	*	*
Never	*	*	*	*
FREQUENCY OF TAKE OUT				
4 or more times a month	28.6%	18.7%	21.4%	31.3%
2 or 3 times a month	12.9	21.9	16.1	49.0
Once a month/once every other month	8.2	11.4	19.0	61.4
Once every 6 months/ once a year	*	*	*	*
TOTAL RESPONDENTS	18.5%	15.9%	20.4%	45.3%

* Sample size too small for analysis

TABLE I-9

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES FOR LUNCH

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	50.1%	21.4%	13.3%	15.1%
Female	51.9	22.7	15.4	10.0
AGE				
18-34	69.5%	19.1%	7.7%	5.4%
35-44	63.9	18.7	7.5	5.4
45-54	40.8	23.8	16.2	19.2
55-64	32.0	32.0	22.1	13.9
65 +	26.5	27.4	25.5	20.6
FAMILY COMPOSITION				
Single	56.8%	19.5%	12.7%	11.0%
Married, no children	35.5	31.2	23.1	10.2
Family, youngest child				
under 13	59.1	18.2	11.6	11.1
13-17	59.0	18.8	9.8	12.3
18 +	49.7	20.8	12.9	16.6
REGION				
Northeast	50.3%	19.4%	16.4%	13.9%
Midwest	53.6	19.5	12.7	9.3
South	53.5	19.8	15.2	11.5
West	46.0	31.0	13.8	9.2
FEMALE EMPLOYMENT				
Full time	52.3%	23.8%	10.9%	12.9%
Part time	62.2	15.6	14.1	8.1
Not employed	43.4	24.8	18.9	12.9
HOUSEHOLD INCOME				
Under $15,000	50.7%	26.7%	13.8%	8.8%
$15,000-$24,999	45.6	22.5	10.6	21.3
$25,000-$34,999	51.5	22.8	16.8	9.0
$35,000 and over	55.6	17.1	16.2	11.1

TABLE I-9 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES FOR LUNCH

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
HOUSEHOLD SIZE				
One	56.8%	19.5%	12.7%	11.0%
Two	37.9	30.6	20.2	11.3
Three	53.2	22.2	9.9	14.6
Four or more	60.4	14.8	12.8	12.0
FREQUENCY OF EATING OUT				
4 or more times a month	66.9%	16.6%	9.8%	6.8%
2 or 3 times a month	44.4	26.3	14.0	15.2
Once a month/once every other month	19.5	39.1	22.6	18.8
Once every 6 months/ once a year	*	*	*	*
Never	*	*	*	*
FREQUENCY OF TAKE OUT				
4 or more times a month	75.3%	14.2%	4.3%	6.2%
2 or 3 times a month	52.1	29.0	10.0	8.9
Once a month/once every other month	21.0	34.6	25.6	18.8
Once every 6 months/ once a year	*	*	*	*
TOTAL RESPONDENTS	51.2%	22.1%	14.5%	12.2%

* Sample size too small for analysis

TABLE I-10

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES FOR DINNER

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	44.6%	25.4%	17.0%	13.0%
Female	45.8	27.1	15.8	11.3
AGE				
18-34	61.1%	26.4%	9.7%	2.8%
35-44	55.5	28.5	10.9	5.1
45-54	31.1	32.6	20.4	15.9
55-64	33.3	20.4	32.4	13.9
65 +	27.8	23.3	18.9	30.0
FAMILY COMPOSITION				
Single	49.6%	16.2%	24.8%	9.4%
Married, no children	35.0	29.9	19.2	15.8
Family, youngest child				
under 13	46.8	33.3	10.2	9.7
13-17	46.1	27.0	11.3	15.6
18 +	51.3	21.0	17.8	9.9
REGION				
Northeast	43.6%	19.0%	17.8%	19.6%
Midwest	43.6	26.7	20.5	9.2
South	51.1	28.5	10.2	10.2
West	40.2	30.5	18.8	10.4
FEMALE EMPLOYMENT				
Full time	50.3%	25.0%	13.0%	11.6
Part time	46.6	29.8	17.6	6.1
Not employed	36.4	28.7	17.0	17.8
HOUSEHOLD INCOME				
Under $15,000	45.3%	26.1%	14.8%	13.8%
$15,000-$29,999	37.8	28.2	17.3	16.7
$25,000-$34,999	42.9	28.2	17.8	11.0
$35,000 and over	52.0	24.0	16.0	8.0

TABLE I-10 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES FOR DINNER

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
HOUSEHOLD SIZE				
One	49.6%	16.2%	24.8%	9.4%
Two	38.6	28.8	17.6	15.0
Three	53.7	23.4	10.5	12.3
Four or more	43.8	31.1	14.9	10.2
FREQUENCY OF EATING OUT				
4 or more times a month	59.6%	20.0%	12.0%	8.3%
2 or 3 times a month	35.0	29.4	22.5	13.1
Once a month/once every other month	21.1	43.8	17.2	18.0
Once every 6 months/ once a year	*	*	*	*
Never	*	*	*	*
FREQUENCY OF TAKE OUT				
4 or more times a month	69.8%	18.9%	6.7%	4.6%
2 or 3 times a month	38.7	38.1	13.1	10.1
Once a month/once every other month	15.0	38.6	26.1	20.3
Once every 6 months/ once a year	*	*	*	*
TOTAL RESPONDENTS	45.2%	26.4%	16.3%	12.0%

* Sample size too small for analysis

TABLE I-11

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES FOR A SNACK

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
SEX				
Male	32.7%	22.6%	12.9%	31.7%
Female	29.3	28.6	15.6	26.5
AGE				
18-34	46.4%	29.0%	13.5%	15.9%
35-44	25.8	33.3	15.2	25.8
45-54	26.4	20.7	15.7	37.2
55 and over	20.3	19.8	17.5	42.4
FAMILY COMPOSITION				
Single	32.1%	29.2%	10.4%	28.3%
Married, no children	19.2	25.6	19.9	35.2
Family, youngest child				
under 13	36.4	27.7	14.7	21.2
13-17	36.1	25.2	9.2	29.4
18 +	30.9	22.0	15.4	31.6
REGION				
Northeast	27.7%	27.0%	8.8%	36.5%
Midwest	29.0	29.5	15.5	25.9
South	33.6	24.6	13.7	28.0
West	32.6	21.7	20.3	25.4
FEMALE EMPLOYMENT				
Full time	28.3%	29.3%	12.7%	29.7%
Part time	35.2	24.2	18.0	22.6
Not employed	29.2	23.7	14.8	32.2
HOUSEHOLD INCOME				
Under $15,000	36.9%	33.3%	8.2%	21.5%
$15,000-$24,999	33.1	18.9	14.9	33.1
$25,000-$34,999	27.2	25.2	14.3	33.3
$35,000 and over	26.1	24.6	19.9	29.4

TABLE I-11 (continued)

FREQUENCY OF PURCHASING TAKE OUT FOODS AND BEVERAGES FOR A SNACK

Demographic Charateristic	Frequent User	Occasional User	Infrequent User	Non-User
HOUSEHOLD SIZE				
One	32.1%	29.2%	10.4%	28.3%
Two	24.4	26.8	18.8	30.0
Three	28.2	19.7	12.0	40.1
Four or more	37.5	27.5	13.8	21.2
FREQUENCY OF EATING OUT				
4 or more times a month	35.3%	28.1%	13.6%	23.0%
2 or 3 times a month	25.2	23.8	20.5	34.4
once a month/once every other month	27.0	27.9	9.0	36.1
Once every 6 months/ once a year	*	*	*	*
Never	*	*	*	*
FREQUENCY OF TAKE OUT				
4 or more times a month	44.1%	25.2%	10.9%	19.9%
2 or 3 times a month	29.2	31.2	16.2	23.4
Once a month/once every other month	18.0	26.0	17.3	38.7
Once every 6 months/ once a year	*	*	*	*
TOTAL RESPONDENTS	30.8%	26.0%	14.4%	28.8%

* Sample size too small for analysis

SECTION II

THE MOST RECENT TAKE OUT OCCASION

In this section...

- The most recent take out meal or snack -- where, when, for what meal occasion.
- The most recent take out meal or snack by type of establishment visited -- when it occurred, for what meal occasion, where patron was before and after visit.
- The most recent take out meal or snack by meal occasion -- when it occurred, where it occurred, where patron was before and after visit.
- Foods and beverages ordered for most recent take out meal or snack.
- Options if take out service had not been available.

A. The Most Recent Take Out Occasion

Respondents who reported they average at least one take out visit a year were asked to provide information on their last or most recent take out occasion. This section will focus on the specifics of this last take out meal or snack.

When It Occurred

For most people their last take out meal or snack was very recent. Seven out of 10 said they had purchased food to go within the past two weeks and an additional 13 percent said they had done so two or four weeks ago. Only seven percent indicated that it had been more than three months since their last take out meal or snack.

Three-fourths of the men surveyed said their most recent take out meal or snack occurred in the past two weeks versus a slightly lower 69 percent for the women interviewed.

Adults age 18 to 34 are more likely to have purchased food to go in the past two weeks than are adults over 35. More than eight out of 10 individuals 18 to 34 years old said their most recent take out occasion occurred in the past two weeks. In comparison, the proportion falls to 77 percent for 35 to 44 year olds, 67 percent for 45 to 54 year olds, 64 percent for 55 to 64 year olds and to only 46 percent for senior citizens over 65.

Eight out of 10 people interviewed from families with children under 18 years old reported they purchased food to go within the past two weeks. A slightly lower 73 percent of the singles interviewed said the same. However, only about half (55 percent) the respondents from married couple/no children households reported their last take out meal occurred in the past two weeks.

Working women are more likely to have had a take out meal or snack in the past two weeks. Approximately three fourths of those interviewed from households with a working wife or mother said they had purchased food to go in the past 14 days versus a significantly lower six out of 10 for those from households where the wife or mother is not employed outside the home.

Individuals who eat out frequently are also more likely to have recently purchased a take out meal or snack. Eight out of 10 people interviewed who said they eat out at least once a week reported they purchased food to go in the past two weeks. In comparison, only about half those who average a restaurant visit once every other month or less often said the same.

Where It Occurred

The vast majority of recent take out meals and snacks were purchased from fast food places. Two out of three people interviewed said their last take out foods and beverages came from a quick service restaurant. In comparison, a lower two out of 10 reported purchasing a take out meal from a table service restaurant and 14 percent said they went to a grocery store or convenience store.

Adults under 44 years old are more likely to go to a fast food place for take out than are older adults, while older adults 55 to 64 years old are more likely than average to go to a full service establishment for food to go. More than seven out of 10 individuals surveyed between the ages of 18 and 44 reported their last take out meal was purchased from a fast food establishment versus about half for those 55 and older. On the other hand, 29 percent of the 55 to 64 year olds surveyed said their last take out meal came from a table service restaurant. The corresponding proportion for those under 45 was a considerably lower 18 percent.

Upper income individuals, who frequently patronize upscale establishments, tend to purchase more take out meals from these places than do middle income individuals. Three out of 10 people surveyed from households earning more than $50,000 said they went to a table service restaurant for their last take out meal versus a lower 16 percent and 11 percent, respectively, for those from households earning between $15,000 and $19,999 or $20,000 and $24,999. On the other hand, a higher proportion of people from moderate income households -- eight out of 10 -- purchased their last take out foods and beverages from a fast food place.

Families with five or more members are more likely to purchase their take out meals and snacks from fast food restaurants. Nearly eight out of 10 people surveyed from households with five or more persons reported their last foods to go were purchased from a quick service establishment. On the other hand, smaller families of two or three people are more likely than average to visit full service places for take out. Approximately one out of four respondents from these households said they last purchased a take out meal from such a place versus a lower 20 percent for all respondents interviewed.

When It Occurred

Most take out meals purchased are for lunch or dinner. Forty-six percent of the people interviewed said their last take out meal was for lunch and a slightly lower 38 percent said dinner. About one out of 10 indicated they last purchased foods to go for breakfast and 15 percent said their last meal on the run was a snack.

No significant differences in this meal distribution by the various demographic segments were noted.

Prior And Subsequent Activities

Most people are either at home or at work prior to purchasing a take out meal or snack, and most return to home or work after making the purchase. Thirty-eight percent of the people interviewed for this survey said they were at home prior to the take out meal, and an additional 31 percent were at work. The vast majority, 62 percent, went home versus 20 percent who went back to work.

Men are more likely than women to report work as both their prior and subsequent activity, probably because there are more men in the workforce than women. Thirty-four percent of the males interviewed said they were at work prior to purchasing food to go versus a somewhat lower 28 percent for females interviewed. The proportions for work as a subsequent activity show a similar range -- 23 percent for men and 18 percent for women.

Adults under 55 display a higher than average incidence of work as a prior and subsequent activity than adults over 55. More than four out of 10 individuals age 18 to 54 reported they were at work prior to purchasing foods and beverages to go. In comparison, 27 percent of those 55 to 64 and only 7 percent of those over 65 said the same. These older individuals often come from their homes, with about half saying they were at home prior to purchasing the take out meal. More than one out of four 18 to 54 year olds went back to work after purchasing the take out food versus only 18 percent for the 55 to 64 year olds and a mere 3 percent for senior citizens. Seven out of 10 of those from these latter two groups went home.

Singles are more likely than the average respondent to come from work before purchasing food to go. Thirty-nine percent of the singles interviewed reported they were at work prior to buying a take out meal versus a lower one out of four for those from other types of households.

Not surprisingly, women working full time are more likely to come from work than are non-working women -- 44 percent versus 17 percent. And, they are more likely to return to work -- 29 percent versus 10 percent.

Where The Order Was Placed And Where The Food Was Eaten

The vast majority of take out orders (66 percent) are placed at a counter inside the establishment. About one out of 10 are placed over the phone and one out of four are placed at a drive thru window. Most take out food is eaten at home -- 50 percent. However, a significant amount is also eaten at work (13 percent) or in a car (21 percent) or at some other place such as school or a friend's house (16 percent). Nine out of 10 take out orders are not delivered, the patron must physically visit the establishment in order to pick up the foods to go.

Women are more likely than men to place the order while in the car -- 25 percent versus 22 percent. However, men are more likely than women to eat their take out foods and beverages while in a car -- 25 percent versus 18 percent. Further, women tend to eat their take out foods at home more so than men, 55 percent compared with 43 percent.

Young adults age 18 to 24 are the most likely age group to place their take out order while in a car. Thirty-six percent of the 18 to 24 year olds interviewed stated that on their last take out occasion the order was placed while in a car. This proportion declines as the respondents' ages increase. Only 14 percent of the senior citizens surveyed said they placed the order while in a car. Not surprisingly, these young adults are also more likely to eat their take out foods while in a car. One out of four reported this is where the foods and beverages were consumed.

People with incomes under $25,000 tend to not only place their orders while in a car but also to eat while in a car. This may be the direct result of the type of establishment they are likely to patronize -- fast food. On the other hand, a lower than average proportion of individuals with incomes in excess of $25,000 reported placing the order or eating while in the car. These people also displayed a higher tendency to patronize more upscale places for take out which often do not feature drive thru service.

Three out of 10 individuals from families with young children and teenagers reported they placed their most recent take out order while in a car versus only 15 percent for those from married couple/no children households. In addition, a higher than average proportion of respondents from households where the youngest child is under 6 years old are likely to eat while in the car -- 32 percent.

Not surprisingly, individuals from working women households are more likely than those from non-working women households to eat their take out foods at work -- 19 percent versus only 6 percent.

The Location of the Establishment

Eight out of 10 people interviewed for this survey stated that they drove to the establishment where their last take out meal was purchased. And, for most people, the place is close by, with 60 percent reporting the establishment was no more than two miles away.

A convenient and close by location appears to be important to nearly every demographic segment. However, respondents from households where the youngest child is under 6 appear less concerned with a close by location than respondents in general. Four out of 10 said their last take out meal was purchased from a place which was more than three miles away versus three out of 10 for all those interviewed.

Individuals from households where the wife or mother is not employed outside the home are also less concerned with a convenient location. Thirty-seven percent reported that their last take out meal was purchased from a place which was more than three miles away compared with a lower 24 percent of those from households where the wife or mother is employed full time.

The Order

Most people purchase foods to go for themselves only or for other household members, and they buy the meal or snack for only one or two people. About half will include a beverage, and the average cost will be six dollars. Thirty-eight percent of those interviewed reported that the last take out meal they purchased was only for themselves, and an additional 45 percent said it was for other household members. Thirty-six percent purchased food and beverages for only one person and 31 percent did so for two people. Fifty-two percent purchased a beverage versus 48 percent who did not. About one-third spent under $3.50, and an additional 22 percent spent between $3.50 and $5.00. However, nearly two out of 10 spent over $9.00.

Senior citizens are more likely to purchase a take out meal for two people than are those from other age groups. Half the senior citizens interviewed said their last take out meal or snack was for two people versus 31 percent for all respondents interviewed and only about one-fourth of those age 18 to 34. These younger individuals purchase take out for only one person, and that person is usually themselves.

Younger adults are more likely to purchase a beverage with their take out meal. Nearly 80 percent of the 18 to 24 year olds and 60 percent of the 25 to 34 year olds reported they bought something to drink on their most recent take out occasion. In comparison, only 43 percent of the senior citizens said the same.

Not surprisingly, singles tend to purchase take out meals for only themselves. Fifty-four percent of the singles interviewed said their last take out meal was for themselves. In comparison, about one out of four respondents from households where the youngest child is under six stated their last take out meal was only for themselves. Families with children are more likely to purchase a beverage with their take out foods -- about six out of 10 did so on their most recent take out occasion versus less than half for those from households with no children.

Fifty-two percent of the individuals from households where the wife or mother is not employed said they bought take out food for household members. In comparison, the proportion for those from households where the wife or mother is employed full time or part time is a lower 43 percent. A similar proportion purchased take out foods for only themselves.

TABLE II-1

LAST TIME PURCHASED TAKE OUT FOODS OR BEVERAGES

Demographic Characteristics	Past Two Weeks	2 to 4 Weeks Ago	1 to 2 Months Ago	3 to 6 Months Ago	More Than Six Months Ago
SEX					
Male	74.9%	12.4%	7.0%	4.9%	4.1%
Female	69.0	13.4	8.7	4.2	2.4
AGE					
Under 18	75.0%	11.1%	6.9%	--	4.2%
18-24	87.5	5.6	2.8	2.8	--
25-34	82.8	9.1	4.0	1.7	1.7
35-44	77.4	12.9	1.9	7.1	0.6
45-54	66.9	16.2	8.4	3.2	3.9
55-64	63.8	11.2	13.1	6.9	3.1
65 and over	45.9	18.9	14.9	6.1	7.4
FAMILY COMPOSITION					
Single	73.3%	13.0%	5.5%	2.7%	4.1%
Married, no children	54.6	17.9	13.3	5.8	5.0
Family, youngest child under 13	81.8	8.2	2.3	4.5	2.7
13-17	80.4	7.2	6.5	3.6	--
18 and over	65.8	15.0	9.8	4.1	2.6
REGION					
Northeast	64.7%	16.9%	7.5%	8.0%	4.0%
Midwest	67.1	12.3	8.7	5.2	4.0
South	77.6	10.3	4.5	3.8	3.4
West	68.0	12.4	11.8	5.7	0.5
FEMALE EMPLOYMENT					
Full time	77.2%	10.5%	6.7%	2.9%	2.1%
Part time	75.5	9.3	4.6	7.3	2.7
Not employed	59.9	16.4	11.3	4.3	3.8

TABLE II-1 (continued)

LAST TIME PURCHASED TAKE OUT FOODS OR BEVERAGES

Demographic Characteristics	Past Two Weeks	2 to 4 Weeks Ago	1 to 2 Months Ago	3 to 6 Months Ago	More Than Six Months Ago
HOUSEHOLD INCOME					
Under $10,000	60.6%	13.7%	10.9%	4.6%	3.4%
$10,000-$14,999	71.7	13.3	6.2	3.5	5.3
$15,000-$19,999	70.8	14.6	5.6	4.5	2.2
$20,000-$24,999	70.6	15.7	6.9	2.9	3.9
$25,000-$34,999	72.9	9.9	9.4	6.3	1.0
$35,000-$49,999	78.3	9.1	4.0	4.0	2.2
$50,000 and over	62.6	17.6	11.0	3.3	5.5
FREQUENCY OF EATING OUT					
4 or more times a month	78.1%	8.7%	6.2%	3.8%	1.4%
2 or 3 times a month	64.7	17.9	11.1	1.9	1.9
Once a month	62.9	18.1	6.0	6.9	6.0
Once every other month	53.1	16.3	18.4	8.2	4.0
Once every 6 months/ once a year	50.0	11.9	4.8	9.5	19.0
FREQUENCY OF TAKE OUT					
4 or more times a month	95.6%	2.3%	1.0%	0.8%	—
2 or 3 times a month	75.0	18.3	3.8	1.4	1.0
Once a month	53.1	25.9	9.5	6.1	2.1
Once every other month	35.7	28.6	20.0	8.6	4.3
Once every 6 months/ once a year	15.8	12.6	27.4	20.0	20.0
TOTAL RESPONDENTS	70.0%	12.7%	7.8%	4.4%	3.1%

TABLE II-2

LAST TAKE OUT MEAL PURCHASED BY SEX OF RESPONDENT

	Total Respondents	Males	Females
TYPE OF RESTAURANT			
Table service	20.4%	20.2%	20.6%
Fast food/take out	66.0	64.8	66.8
Grocery/convenience store	13.9	15.0	13.0
Other	12.8	12.1	13.4
MEAL OCCASION			
Breakfast	9.6%	9.8%	9.2%
Lunch	45.5	44.3	46.2
Dinner	37.8	37.4	38.1
Snack	15.2	17.0	13.8
DAY OF THE WEEK			
Weekday	56.6%	54.4%	58.3%
Weekend	22.1	21.7	22.4
WHERE CAME FROM			
Home	38.0%	37.7%	38.3%
Work	30.9	34.2	28.3
Shopping	13.2	9.8	15.8
Recreation/entertainment activity	7.3	7.4	7.2
Other	16.9	15.3	18.3
WHERE WENT AFTER			
Home	61.5%	56.6%	65.3%
Work	20.3	23.4	17.7
Shopping	5.3	4.2	6.2
Other	15.6	17.2	14.2
WHERE ORDER WAS PLACED			
At the counter	66.1%	68.2%	64.3%
Over the telephone	10.7	10.1	11.1
In a car	23.5	21.9	24.7
WHERE FOOD WAS EATEN			
At home	49.7%	42.6%	55.3%
At work	13.3	14.8	12.1
In a car	21.1	24.9	18.3
Other	16.0	16.2	15.8

TABLE II-2 (continued)

LAST TAKE OUT MEAL PURCHASED BY SEX OF RESPONDENT

	Total Respondents	Males	Females
TAKE OUT ORDER DELIVERED			
Yes	10.1%	7.9%	11.9%
No	89.9	92.1	88.1
WALK OR DRIVE TO ESTABLISHMENT			
Walk	11.4%	10.2%	12.4%
Drive	81.2	82.9	79.9
HOW FAR WALKED/DROVE			
Under 1 mile	34.6%	34.2%	34.9%
1 to 2 miles	25.9	25.7	25.9
3 to 5 miles	16.6	17.4	16.0
More than 5 miles	14.3	15.2	13.5
WHO WAS TAKE OUT ORDER FOR			
Myself only	38.2%	42.8%	34.7%
Household members	44.8	43.1	46.0
Friends	5.9	4.9	6.6
Co-workers	5.2	5.2	5.1
Others	4.4	1.7	6.4
HOW MANY PEOPLE WAS TAKE OUT ORDER PURCHASED			
1 person	35.5%	39.2%	32.8%
2 persons	30.7	29.1	31.9
3 persons	12.4	12.3	12.4
4 or more persons	16.2	14.5	17.5
WAS A BEVERAGE ORDERED			
Yes	51.9%	54.2%	50.0%
No	47.9	45.6	49.8
HOW MUCH WAS TOTAL CHECK			
Under $2.50	18.7%	16.7%	20.2%
$2.50-$3.49	16.3	17.5	15.5
$3.50-$5.00	21.8	23.6	20.4
$5.01-$8.99	17.0	16.2	17.4
$9.00 and over	18.0	17.2	18.7
Mean	$6.00	$6.04	$5.97

NOTE: Some totals may not add to 100.0 percent because of multiple responses and exclusion of non-responses.

TABLE II-3

LAST TAKE OUT MEAL PURCHASED BY AGE OF RESPONDENT

	Under 18	18-24	25-34	35-44	45-54	55-64	65 and Over
TYPE OF RESTAURANT							
Table service	13.9%	19.4%	17.7%	17.4%	21.4%	29.4%	19.6%
Fast food/take out	70.8	72.2	73.7	74.8	63.6	57.5	53.4
Grocery/convenience store	18.0	8.3	9.7	8.4	13.0	20.0	19.6
Other	8.3	4.2	10.8	8.4	15.6	16.9	18.9
MEAL OCCASION							
Breakfast	8.3%	8.3%	11.4%	7.1%	11.0%	10.6%	8.1%
Lunch	25.0	50.0	46.3	51.0	42.2	48.8	45.9
Dinner	37.5	33.3	41.7	39.4	38.3	35.6	35.8
Snack	30.6	16.7	10.3	10.3	18.8	17.5	11.5
DAY OF THE WEEK							
Weekday	52.8%	59.7%	54.3%	67.7%	62.3%	51.2%	39.2%
Weekend	22.2	23.6	25.1	19.4	16.9	21.9	26.4
WHERE CAME FROM							
Home	29.2%	33.3%	37.7%	32.2%	32.5%	45.0%	49.3%
Work	8.3	37.5	40.0	43.9	42.2	26.9	6.8
Shopping	5.6	6.9	9.7	11.0	15.6	19.4	17.6
Recreation/entertainment	15.3	11.1	5.7	5.2	4.5	2.5	13.5
Other	40.3	25.0	13.7	9.7	16.9	13.8	16.9
WHERE WENT AFTER							
Home	61.1%	50.0%	59.4%	55.5%	56.5%	67.5%	75.0%
Work	4.2	25.0	28.6	28.4	27.3	17.5	2.7
Shopping	6.9	9.7	1.7	5.2	6.5	6.2	4.7
Other	26.4	29.2	14.8	12.2	14.9	11.2	12.8
WHERE ORDER WAS PLACED							
At the counter	69.4%	58.3%	64.6%	59.4%	70.8%	70.0%	67.6%
Over the telephone	4.2	9.7	12.0	12.2	9.1	11.2	12.2
In a car	23.6	36.1	26.8	27.7	20.8	21.9	13.5

TABLE II-3 (continued)

LAST TAKE OUT MEAL PURCHASED
BY AGE OF RESPONDENT

	Under 18	18-24	25-34	35-44	45-54	55-64	65 and Over
WHERE FOOD WAS EATEN							
At home	34.7%	36.1%	42.8%	45.2%	45.4%	61.2%	68.9%
At work	--	16.7	19.4	20.0	14.9	12.5	2.7
In a car	31.9	25.0	24.0	21.9	20.8	16.9	14.9
Other	31.9	25.0	14.8	12.2	20.1	10.6	10.8
TAKE OUT ORDER DELIVERED							
Yes	12.5%	11.1%	5.7%	7.7%	7.5%	13.1%	15.5%
No	87.5	88.9	94.3	92.3	92.2	86.9	84.5
HOW GOT TO RESTAURANT							
Walk	19.0%	18.8%	10.9%	16.1%	8.4%	6.5%	8.0%
Drive	77.8	76.5	81.8	78.3	85.9	82.0	80.8
HOW FAR AWAY WAS RESTAURANT							
Under 1 mile	38.1%	50.0%	30.3%	37.8%	33.1%	36.0%	27.2%
1 to 2 miles	20.6	15.6	29.7	26.6	28.2	25.2	25.6
3 to 5 miles	28.6	14.0	18.8	15.4	14.1	15.8	14.4
More than 5 miles	9.5	15.6	13.3	13.3	18.3	10.1	18.4
WHO WAS FOOD PURCHASED FOR							
Myself only	50.0%	47.2%	44.0%	39.4%	38.3%	33.8%	25.0%
Household members	33.3	27.8	43.4	47.7	46.8	50.6	48.6
Friends	8.3	16.7	4.6	0.6	2.6	4.4	11.5
Co-workers	1.4	2.8	7.4	9.7	7.8	2.5	0.7
Others	4.2	4.2	1.7	0.6	3.9	7.5	8.8
FOOD PURCHASED FOR HOW MANY PEOPLE							
1 person	45.8%	44.4%	41.1%	36.1%	35.1%	36.2%	18.9%
2 persons	12.5	23.6	26.3	21.9	27.9	40.0	50.0
3 persons	16.7	16.7	12.6	13.5	13.6	10.0	8.1
4 or more persons	16.7	9.7	18.3	22.6	16.9	11.2	14.9

TABLE II-3 (continued)

LAST TAKE OUT MEAL PURCHASED BY AGE OF RESPONDENT

	Under 18	18-24	25-34	35-44	45-54	55-64	65 and Over
WAS A BEVERAGE ORDERED							
Yes	63.9%	77.8%	58.8%	49.0%	48.7%	41.2%	42.6%
No	36.1	22.2	41.2	51.0	50.6	58.2	57.4
HOW MUCH WAS TOTAL CHECK							
Under $2.50	26.4%	19.4%	16.6%	10.3%	22.7%	23.8%	16.2%
$2.50-$3.49	16.7	18.0	17.1	16.8	14.3	18.8	13.5
$3.50-$5.00	20.8	20.8	22.3	25.8	20.1	18.1	23.6
$5.01-$8.99	12.5	19.4	20.0	16.1	18.8	16.2	13.5
$9.00 and over	12.5	16.7	19.4	24.5	14.3	14.4	20.9
MEAN	$4.98	$5.63	$6.25	$6.63	$5.83	$5.45	$6.48

NOTE: Some totals may not add to 100.0 percent because of multiple responses and exclusion of non-responses.

TABLE II-4

LAST TAKE OUT MEAL PURCHASED BY INCOME OF RESPONDENT

	Under $10,000	$10,000- $14,999	$15,000- $19,999	$20,000 $24,999	$25,000- $34,999	$35,000- $49,999	$50,000 and Over
TYPE OF RESTAURANT							
Table service	25.1%	22.1%	15.7%	10.8%	17.7%	20.6%	29.7%
Fast food/take out	62.9	66.4	75.3	79.4	62.5	65.1	56.0
Grocery/convenience store	13.8	15.9	11.2	26.5	8.4	11.5	16.5
Other	13.7	11.5	13.5	7.9	19.2	11.5	6.6
MEAL OCCASION							
Breakfast	7.4%	6.2%	16.9%	9.8%	9.4%	11.4%	7.7%
Lunch	46.3	61.9	42.7	47.1	46.9	32.6	46.2
Dinner	35.4	35.4	33.7	37.3	38.5	45.1	34.1
Snack	14.9	8.8	19.1	22.5	13.0	14.3	17.6
DAY OF THE WEEK							
Weekday	49.2%	73.4%	54.0%	55.8%	57.3%	60.0%	45.1%
Weekend	17.7	15.8	23.6	22.5	24.5	22.3	31.9
WHERE CAME FROM							
Home	40.0%	33.6%	38.2%	23.5%	43.2%	39.4%	41.8%
Work	21.7	38.1	28.1	36.3	33.3	33.1	27.5
Shopping	18.3	15.9	14.6	18.6	9.9	7.4	11.0
Recreation/entertainment	6.3	8.0	12.4	12.7	2.6	5.1	11.0
Other	20.0	16.0	21.3	19.5	16.7	14.8	9.9
WHERE WENT AFTER							
Home	61.1%	61.1%	67.4%	65.7%	61.5%	56.0%	62.6%
Work	14.3	16.8	25.8	20.6	20.3	22.9	25.3
Shopping	6.9	7.1	3.4	3.9	8.3	3.4	1.1
Other	17.2	21.3	12.3	16.7	11.9	18.3	8.8
WHERE ORDER WAS PLACED							
At the counter	63.4%	61.9%	67.4%	66.7%	66.1%	70.3%	65.9%
Over the telephone	9.7	11.5	15.7	7.8	11.5	6.9	15.4
In a car	24.0	31.9	23.6	30.4	21.9	20.6	13.2

TABLE II-4 (continued)

LAST TAKE OUT MEAL PURCHASED
BY INCOME OF RESPONDENT

	Under $10,000	$10,000-$14,999	$15,000-$19,999	$20,000 $24,999	$25,000-$34,999	$35,000-$49,999	$50,000 and Over
WHERE FOOD WAS EATEN							
At home	52.0%	55.8%	40.4%	52.0%	51.0%	46.9%	47.3%
At work	8.6	8.8	15.7	13.7	16.1	14.3	17.6
In a car	20.6	20.4	28.1	27.5	16.7	19.4	22.0
Other	18.9	14.2	18.0	12.7	14.6	18.3	13.2
TAKE OUT ORDER DELIVERED							
Yes	17.7%	7.1%	16.9%	4.9%	7.3%	8.0%	8.8%
No	82.3	92.9	83.1	95.1	92.7	92.0	91.2
HOW GOT TO RESTAURANT							
Walk	18.8%	9.5%	14.9%	6.2%	14.0%	5.6%	9.6%
Drive	71.5	81.0	73.0	90.7	80.3	88.8	81.9
HOW FAR AWAY WAS RESTAURANT							
Under 1 mile	38.2%	37.1%	32.4%	26.8%	37.1%	34.2%	31.3%
1 to 2 miles	21.5	24.8	31.1	28.9	24.7	26.7	27.7
3 to 5 miles	10.4	19.0	16.2	22.7	14.6	21.1	13.3
More than 5 miles	18.1	7.6	9.5	15.5	16.9	11.2	19.3
WHO WAS FOOD PURCHASED FOR							
Myself only	33.1%	37.2%	43.8%	43.1%	35.4%	42.9%	35.2%
Household members	43.4	46.0	41.6	42.2	44.8	47.4	47.3
Friends	6.9	7.1	4.5	4.9	7.8	2.3	7.7
Co-workers	5.1	4.4	3.4	7.8	6.8	2.9	6.6
Others	7.4	5.3	4.5	3.9	3.6	4.0	--
FOOD PURCHASED FOR HOW MANY PEOPLE							
1 person	28.0%	40.7%	36.0%	39.2%	30.7%	41.7%	37.4%
2 persons	34.3	26.5	30.3	35.3	37.5	21.1	28.6
3 persons	14.3	15.0	14.6	7.8	10.4	13.1	11.0
4 or more persons	16.6	15.9	11.1	17.6	14.1	21.1	14.3

TABLE II-4 (continued)

LAST TAKE OUT MEAL PURCHASED BY INCOME OF RESPONDENT

	Under $10,000	$10,000-$14,999	$15,000-$19,999	$20,000 $24,999	$25,000-$34,999	$35,000-$49,999	$50,000 and Over
WAS A BEVERAGE ORDERED							
Yes	60.0%	54.0%	61.8%	52.9%	44.8%	48.0%	45.1%
No	40.0	46.0	38.2	47.1	55.2	50.9	54.9
HOW MUCH WAS TOTAL CHECK							
Under $2.50	17.7%	21.2%	24.7%	19.6%	14.1%	22.9%	12.1%
$2.50-$3.49	18.3	15.0	20.2	20.6	15.1	13.1	14.3
$3.50-$5.00	18.9	23.9	23.6	24.5	25.5	16.0	23.1
$5.01-$8.99	14.9	18.6	14.6	21.6	18.8	14.9	16.5
$9.00 and over	19.4	20.4	12.4	9.8	16.1	24.0	19.8
MEAN	$6.32	$5.82	$4.52	$4.85	$6.21	$6.64	$6.92

NOTE: Some totals may not add to 100.0 percent because of multiple responses and exclusion of non-responses.

TABLE II-5

LAST TAKE OUT MEAL PURCHASED BY HOUSEHOLD COMPOSITION OF RESPONDENT

			Youngest Child ...			
	Single	Married/ no children	Under 6	6-12	13-17	18+
TYPE OF RESTAURANT						
Table service	16.4%	20.4%	26.7%	12.3%	21.7%	24.9%
Fast food/take out	66.4	64.2	68.9	74.6	65.2	61.1
Grocery/convenience store	12.3	18.8	7.8	17.0	9.4	12.9
Other	14.4	15.8	10.0	7.7	7.2	16.6
MEAL OCCASION						
Breakfast	6.8%	12.1%	7.8%	10.8%	10.9%	7.8%
Lunch	47.9	47.1	36.7	46.2	41.3	48.2
Dinner	41.8	35.8	40.0	35.4	39.1	36.8
Snack	7.5	14.2	18.9	20.0	18.1	15.0
DAY OF THE WEEK						
Weekday	63.6%	45.4%	56.6%	68.4%	55.0%	58.0%
Weekend	17.8	30.0	25.6	22.3	15.2	18.6
WHERE CAME FROM						
Home	32.2%	43.8%	33.3%	42.3%	32.6%	38.3%
Work	39.0	25.8	25.6	26.9	29.7	37.3
Shopping	15.1	17.9	14.4	9.2	13.8	7.8
Recreation/entertainment	6.8	7.5	6.7	8.5	9.4	5.2
Other	13.1	13.4	24.4	19.2	20.3	17.1
WHERE WENT AFTER						
Home	63.0%	63.8%	58.9%	59.2%	63.8%	58.5%
Work	21.2	17.9	23.3	16.2	20.3	23.8
Shopping	5.5	4.2	3.3	13.8	4.3	2.6
Other	17.2	13.3	20.0	12.3	16.5	16.1
WHERE ORDER WAS PLACED						
At the counter	63.7%	72.1%	61.1%	63.1%	63.8%	66.3%
Over the telephone	11.0	12.1	15.6	4.6	10.1	10.9
In a car	23.3	15.4	26.7	32.3	24.6	25.4

TABLE II-5 (continued)

LAST TAKE OUT MEAL PURCHASED
BY HOUSEHOLD COMPOSITION OF RESPONDENT

		Married/ no	Youngest Child ...			
	Single	children	Under 6	6-12	13-17	18+
WHERE FOOD WAS EATEN						
At home	54.1%	55.0%	41.1%	50.0%	44.2%	47.7%
At work	17.8	11.7	13.3	7.7	15.2	14.5
In a car	17.1	20.8	32.2	20.0	24.6	17.6
Other	12.3	9.6	16.7	24.6	18.1	19.2
TAKE OUT ORDER DELIVERED						
Yes	8.9%	9.6%	7.8%	10.0%	15.2%	9.3%
No	91.1	90.4	92.2	90.0	84.8	90.7
HOW GOT TO RESTAURANT						
Walk	20.3%	9.7%	9.6%	8.5%	12.0%	9.1%
Drive	72.2%	79.3	83.1	87.2	82.9	84.6
HOW FAR AWAY WAS RESTAURANT						
Under 1 mile	43.6%	26.7%	37.3%	27.4%	40.2%	37.1%
1 to 2 miles	27.8	28.6	16.9	38.5	20.5	20.6
3 to 5 miles	11.3	14.7	19.3	19.7	18.8	18.3
More than 5 miles	7.5	16.6	21.7	10.3	12.8	16.6
WHO WAS FOOD PURCHASED FOR						
Myself only	54.1%	30.0%	26.7%	39.2%	44.9%	36.3%
Household members	12.3	54.6	60.0	57.7	35.5	48.2
Friends	12.3	6.3	1.1	--	10.1	3.6
Co-workers	9.6	2.9	6.7	1.5	6.5	5.7
Others	11.0	3.3	5.6	--	1.4	5.2
FOOD PURCHASED FOR HOW MANY PEOPLE						
1 person	52.1%	25.8%	22.2%	34.6%	42.8%	36.8%
2 persons	24.0	54.6	16.7	13.1	15.9	35.2
3 persons	7.5	3.3	18.9	17.7	20.3	15.0
4 or more persons	13.7	10.0	37.8	27.7	13.0	10.4

TABLE II-5 (continued)

LAST TAKE OUT MEAL PURCHASED
BY HOUSEHOLD COMPOSITION OF RESPONDENT

			Youngest Child ...			
	Single	Married/ no Children	Under 6	6-12	13-17	18+
WAS A BEVERAGE ORDERED						
Yes	45.9%	46.3%	54.4%	56.9%	63.0%	50.8%
No	54.1	53.8	45.6	43.1	37.0	48.2
HOW MUCH WAS TOTAL CHECK						
Under $2.50	16.4%	17.9%	15.6%	20.8%	21.7%	19.2%
$2.50-$3.49	19.9	15.0	13.3	16.9	13.8	18.1
$3.50-$5.00	28.1	23.8	18.9	16.9	21.7	19.2
$5.01-$8.99	17.1	15.4	23.3	13.8	16.7	18.1
$9.00 and over	15.8	15.4	23.3	21.5	14.5	20.7
MEAN	$5.75	$5.62	$6.17	$6.52	$5.89	$6.31

NOTE: Some totals may not add to 100.0 percent because of multiple responses and exclusion of non-responses.

TABLE II-6

LAST TAKE OUT MEAL PURCHASED BY FEMALE HEAD EMPLOYMENT

	Female Employment		
	Full Time	Part Time	Not Employed
TYPE OF RESTAURANT			
Table service	17.3%	22.5%	22.8%
Fast food/take out	70.5	66.9	62.1
Grocery/convenience store	14.6	6.6	16.1
Other	12.8	13.8	11.9
MEAL OCCASION			
Breakfast	12.3%	7.9%	8.1%
Lunch	44.4	43.0	48.9
Dinner	37.1	35.8	37.1
Snack	18.4	15.9	13.2
DAY OF THE WEEK			
Weekday	57.6%	55.6%	55.1%
Weekend	23.4	24.5	26.6
WHERE CAME FROM			
Home	35.7%	39.1%	39.5%
Work	44.4	29.8	17.2
Shopping	11.4	7.9	18.5
Recreation/entertainment activity	3.8	8.6	9.9
Other	14.7	19.2	19.7
WHERE WENT AFTER			
Home	58.8%	57.0%	68.0%
Work	29.2	21.2	10.2
Shopping	5.0	5.3	6.2
Other	14.0	18.0	14.3
WHERE ORDER WAS PLACED			
At the counter	61.1%	68.9%	67.7%
Over the telephone	13.2	7.9	9.7
In a car	28.1	23.8	20.4
WHERE FOOD WAS EATEN			
At home	47.4%	40.4%	57.5%
At work	19.9	13.2	5.6
In a car	21.1	21.2	21.8
Other	13.2	25.8	13.7
TAKE OUT ORDER DELIVERED			
Yes	9.1%	12.6%	11.8%
No	90.9	87.4	88.2

TABLE II-6 (continued)

LAST TAKE OUT MEAL PURCHASED
BY FEMALE HEAD EMPLOYMENT

	Female Employment		
	Full Time	Part Time	Not Employed
WALK OR DRIVE TO ESTABLISHMENT			
Walk	10.0%	11.4%	10.7%
Drive	83.0	81.8	80.8
HOW FAR WALKED/DROVE			
Under 1 mile	39.5%	36.4%	28.7%
1 to 2 miles	28.3	24.2	24.4
3 to 5 miles	16.7	11.4	18.0
More than 5 miles	7.1	18.2	19.2
WHO WAS TAKE OUT ORDER FOR			
Myself only	41.2%	43.0%	31.2%
Household members	43.3	43.0	51.9
Friends	4.4	7.9	4.8
Co-workers	6.7	4.6	3.0
Others	5.6	1.3	4.3
HOW MANY PEOPLE WAS TAKE OUT ORDER PURCHASED			
1 person	39.8%	36.4%	28.0%
2 persons	26.0	31.1	35.2
3 persons	13.5	13.9	11.8
4 or more persons	17.9	12.5	17.3
WAS A BEVERAGE ORDERED			
Yes	48.0%	60.9%	51.1%
No	52.0	39.1	48.4
HOW MUCH WAS TOTAL CHECK			
Under $2.50	17.5%	21.1%	19.4%
$2.50-$3.49	16.4	18.5	14.5
$3.50-$5.00	24.6	19.9	19.4
$5.01-$8.99	15.8	18.5	16.4
$9.00 and over	19.3	10.6	20.2
Mean	$5.96	$5.09	$6.23

NOTE: Some totals may not add to 100.0 percent because of multiple responses and exclusion of non-responses.

TABLE II-7

LAST TAKE OUT MEAL PURCHASED BY REGION OF RESIDENCE OF RESPONDENT

	North	Mid West	South	West
TYPE OF RESTAURANT				
Table service	20.9%	15.9%	22.8%	22.2%
Fast food/take out	63.7	72.6	64.8	61.3
Grocery/convenience store	8.4	10.7	19.3	15.5
Other	16.4	11.5	11.0	13.4
MEAL OCCASION				
Breakfast	8.4%	9.9%	12.1%	6.7%
Lunch	39.8	46.0	49.0	45.4
Dinner	40.8	34.1	39.0	37.6
Snack	14.9	13.9	14.8	17.5
DAY OF THE WEEK				
Weekday	57.2%	52.7%	61.0%	54.1%
Weekend	17.4	28.6	21.4	19.6
WHERE CAME FROM				
Home	32.8%	40.9%	39.6%	37.1%
Work	28.8	30.6	32.4	31.4
Shopping	18.9	8.3	14.5	11.8
Recreation/entertainment activity	8.0	5.2	7.6	8.8
Other	19.9	19.0	13.8	16.0
WHERE WENT AFTER				
Home	64.7%	61.5%	64.5%	53.6%
Work	16.4	20.2	19.3	25.8
Shopping	6.0	7.5	5.2	2.1
Other	17.9	10.7	13.8	21.6
WHERE ORDER WAS PLACED				
At the counter	69.2%	59.9%	64.5%	73.2%
Over the telephone	14.9	9.1	11.4	7.2
In a car	16.4	29.8	26.6	18.0
WHERE FOOD WAS EATEN				
At home	52.2%	50.0%	55.5%	38.1%
At work	13.4	13.5	10.7	17.0
In a car	20.4	20.2	21.4	22.7
Other	16.9	14.7	13.1	21.1
TAKE OUT ORDER DELIVERED				
Yes	14.9%	9.9%	8.3%	8.2%
No	85.1	90.1	91.7	91.8

TABLE II-7 (continued)

LAST TAKE OUT MEAL PURCHASED BY REGION OF RESIDENCE OF RESPONDENT

	North	Mid West	South	West
WALK OR DRIVE TO ESTABLISHMENT				
Walk	19.3%	9.7%	8.3%	10.7%
Drive	70.2	83.2	85.3	83.1
HOW FAR WALKED/DROVE				
Under 1 mile	42.1%	28.2%	32.0%	39.3%
1 to 2 miles	22.2	26.4	28.6	24.7
3 to 5 miles	7.6	15.8	20.7	20.2
More than 5 miles	19.9	17.2	10.5	10.7
WHO WAS TAKE OUT ORDER FOR				
Myself only	41.3%	37.7%	36.6%	38.1%
Household members	36.8	42.8	52.1	44.8
Friends	7.0	6.7	4.1	6.2
Co-workers	7.5	5.2	2.8	6.7
Others	4.5	7.1	3.4	2.1
HOW MANY PEOPLE WAS TAKE OUT ORDER PURCHASED				
1 person	33.3%	34.9%	36.9%	36.6%
2 persons	33.3	29.4	30.3	30.4
3 persons	14.9	9.9	13.4	11.3
4 or more persons	10.9	20.6	16.2	16.0
WAS A BEVERAGE ORDERED				
Yes	53.2%	51.2%	51.7%	51.5%
No	46.8	48.8	48.3	48.5
HOW MUCH WAS TOTAL CHECK				
Under $2.50	18.4%	18.6%	17.9%	20.1%
$2.50-$3.49	14.4	20.2	15.5	14.4
$3.50-$5.00	19.9	19.4	26.6	19.6
$5.01-$8.99	23.4	16.7	14.5	14.4
$9.00 and over	15.4	17.1	17.6	22.7
Mean	$6.03	$5.48	$5.93	$6.72

NOTE: Some totals may not add to 100.0 percent because of multiple responses and exclusion of non-responses.

TABLE II-8

LAST TAKE OUT MEAL PURCHASED BY HOUSEHOLD SIZE OF RESPONDENT

	One	Two	Three	Four	Five or More
TYPE OF RESTAURANT					
Table service	16.4%	19.8%	26.7%	21.2%	14.4%
Fast food/take out	66.4	65.2	63.1	63.1	77.9
Grocery/convenience store	12.3	19.5	6.1	13.4	14.5
Other	14.4	16.0	13.8	8.9	5.8
MEAL OCCASION					
Breakfast	6.8%	10.5%	11.3%	8.4%	9.6%
Lunch	47.9	47.9	44.1	36.9	51.9
Dinner	41.8	36.4	42.1	36.9	29.8
Snack	7.5	15.3	10.8	22.3	21.2
DAY OF THE WEEK					
Weekday	63.6%	46.6%	64.6%	59.8%	55.8%
Weekend	17.8	28.2	15.9	20.7	24.1
WHERE CAME FROM					
Home	32.2%	40.3%	42.6%	36.9%	32.7%
Work	39.0	28.4	32.3	28.5	28.8
Shopping	15.1	17.3	7.2	9.5	16.3
Recreation/entertainment activity	6.8	8.3	5.6	8.4	5.8
Other	13.1	15.9	15.5	21.2	21.2
WHERE WENT AFTER					
Home	63.0%	62.9%	64.6%	56.4%	57.7%
Work	21.2	20.1	17.9	22.3	20.2
Shopping	5.5	4.5	2.6	9.5	5.8
Other	17.2	14.1	15.4	12.9	22.1
WHERE ORDER WAS PLACED					
At the counter	63.7%	71.2%	58.5%	69.3%	62.5%
Over the telephone	11.0	10.5	13.8	8.9	7.7
In a car	23.3	20.1	26.7	19.6	34.6
WHERE FOOD WAS EATEN					
At home	54.1%	54.6%	51.8%	38.5%	44.2%
At work	17.8	13.4	12.3	12.3	10.6
In a car	17.1	20.4	18.5	24.6	27.9
Other	12.3	10.9	15.4	26.8	19.2
TAKE OUT ORDER DELIVERED					
Yes	8.9%	10.9%	9.7%	13.4%	4.8%
No	91.1	89.1	90.3	86.6	95.2

TABLE II-8 (continued)

LAST TAKE OUT MEAL PURCHASED BY HOUSEHOLD SIZE OF RESPONDENT

	One	Two	Three	Four	Five or More
WALK OR DRIVE TO ESTABLISHMENT					
Walk	20.3%	9.7%	6.8%	12.9%	10.1%
Drive	72.2	81.0	88.6	79.4	83.8
HOW FAR WALKED/DROVE					
Under 1 mile	43.6%	29.0%	39.8%	29.7%	36.4%
1 to 2 miles	27.8	28.0	23.3	24.5	24.2
3 to 5 miles	11.3	16.1	20.5	16.1	19.2
More than 5 miles	7.5	15.8	10.2	21.3	15.2
WHO WAS TAKE OUT ORDER FOR					
Myself only	54.1%	31.3%	34.9%	41.9%	36.5%
Household members	12.3	51.8	52.3	46.9	51.9
Friends	12.3	6.4	2.1	3.9	5.8
Co-workers	9.6	4.8	4.1	4.5	3.8
Others	11.0	4.5	2.1	2.2	2.9
HOW MANY PEOPLE WAS TAKE OUT ORDER PURCHASED					
1 person	52.1%	28.1%	34.4%	36.3%	35.6%
2 persons	24.0	49.8	27.7	14.5	16.3
3 persons	7.5	6.4	23.1	15.6	11.5
4 or more persons	13.7	10.9	8.7	25.1	34.7
WAS A BEVERAGE ORDERED					
Yes	45.9%	47.0%	49.7%	61.5%	62.5%
No	54.1	53.0	49.2	38.5	37.5
HOW MUCH WAS TOTAL CHECK					
Under $2.50	16.4%	18.2%	20.0%	21.2%	16.3%
$2.50-$3.49	19.9	15.3	13.3	16.2	20.2
$3.50-$5.00	28.1	22.7	21.0	15.6	22.1
$5.01-$8.99	17.1	16.6	21.0	14.5	14.4
$9.00 and over	15.8	16.9	17.4	20.7	21.2
Mean	$5.75	$5.82	$5.92	$6.03	$6.99

NOTE: Some totals may not add to 100.0 percent because of multiple responses and exclusion of non-responses.

B. The Most Recent Take Out Occasion By Type of Establishment Visited

Differences concerning the take out meal at various types of establishments were noted, with the most significant differences occurring between take out meals purchased from fast food places and those purchased from full service restaurants.

Take out dinners are more prevalent at full service places than at other types of restaurants. Nearly half the recent take out occasions which occurred at table service restaurants were for dinner versus a considerably lower 38 percent of all restaurant take out meals and 37 percent of fast food take out. On the other hand, lunch is a more important take out meal at quick service outlets. Forty-nine percent of reported fast food take out meals and snacks were for lunch compared with only 39 percent at table service restaurants. Supermarkets, convenience stores and delis also serve numerous lunches to go -- 53 percent of the take out occasions at these types of establishments were for the midday meal.

People are more likely to come from home before purchasing food to go from a table service restaurant. On 46 percent of the take out occasions at a full service establishment the patron came from home versus a lower 36 percent for fast food take out meals and snacks and 38 percent for take out at all types of eating establishments. In addition, people are more likely to go home after purchasing food to go from a table service restaurant. Respondents reported that on seven out of 10 full service take out occasions they went home after making their purchase. In comparison, the proportion who reported home as their subsequent activity for fast food take out occasions was lower -- 55 percent. This is not particularly surprising since dinner is a more prevalent take out meal at full service places while lunch, which often means a return to work after eating, is more common at fast food places.

Patrons are more likely than average to order a take out meal from the car when at a fast food outlet. On one-third of the recent fast food take out occasion the order was placed while the patron was in the car. On the other hand, only one out of 10 full service take out orders were placed while in an automobile. Of course, drive thru service is not as common as upscale and midscale places as it is at quick service outlets.

Take out foods from full service restaurants are more likely than average to be consumed at home. Six out of 10 recent table service take out meals were consumed at home. However, take out meals from fast food places tend to be consumed at numerous other places besides the home. In particular, 27 percent of the recent take out meals were eaten in a car and 15 percent were eaten at some other place such as school, a park or a friend's house.

The place chosen for a take out meal is usually located close by, and this is true for all types of eating establishments. The restaurant or foodservice outlet was located within a two mile radius of where the patron was located on six out of 10 take out occasions at all types of restaurants analyzed.

TABLE II-9

LAST TAKE OUT MEAL PURCHASED
BY TYPE OF ESTABLISHMENT

	All Restaurants	Table Service Restaurants	Fast Food Restaurants	All Other Establishments
MEAL OCCASION				
Breakfast	9.6%	9.9%	10.5%	10.0%
Lunch	45.5	39.3	48.7	53.0
Dinner	37.8	49.2	36.9	46.6
Snack	15.2	13.6	12.6	30.1
DAY OF THE WEEK				
Weekday	56.6%	55.0%	59.5%	48.0%
Weekend	22.1	23.6	21.4	19.2
WHERE CAME FROM				
Home	38.0%	46.1%	35.8%	49.3%
Work	30.9	29.8	32.2	36.1
Shopping	13.2	11.5	16.0	18.7
Recreation	7.3	9.4	6.8	10.0
Other	16.9	10.9	18.8	17.4
WHERE WENT AFTER				
Home	61.5%	70.7%	55.2%	63.9%
Work	20.3	17.3	20.7	24.2
Shopping	5.3	3.7	6.9	3.6
Recreation	5.8	3.7	3.4	4.5
Other	9.8	6.8	24.1	14.6
WHERE ORDER WAS PLACED				
At the counter	66.1%	70.2%	63.3%	77.6%
Over the telephone	10.7	23.0	8.1	13.2
In a car	23.5	11.5	32.4	21.0
WHERE FOOD WAS EATEN				
At home	49.7%	59.2%	48.5%	53.4%
At work	13.3	10.5	13.6	18.3
In a car	21.1	12.6	26.7	15.5
Other	15.8	17.3	15.4	17.8

TABLE II-9 (continued)

LAST TAKE OUT MEAL PURCHASED BY TYPE OF ESTABLISHMENT

	All Restaurants	Table Service Restaurants	Fast Food Restaurants	All Other Establishments
WAS ORDER DELIVERED				
Yes	10.1%	9.9%	9.4%	7.2%
No	89.9	90.1	90.6	92.8
HOW GOT TO RESTAURANT				
Walk	11.4%	8.7%	9.6%	15.5%
Drive	81.2	82.6	83.6	71.7
HOW FAR AWAY WAS RESTAURANT				
Under 1 mile	34.6%	34.3%	32.3%	37.4%
1 to 2 miles	25.9	22.1	27.9	21.0
3 to 5 miles	16.6	22.1	17.1	16.0
More than 5 miles	14.3	9.9	14.8	8.7
WHO WAS FOOD PURCHASED FOR				
Respondent	38.2%	34.6%	39.3%	41.1%
Household	44.8	46.1	46.6	47.9
Friends	5.9	7.3	4.9	5.5
Co-workers	5.2	3.7	5.2	5.5
Others	4.4	6.8	4.2	4.1
FOOD PURCHASED FOR HOW MANY PEOPLE				
1 person	35.5%	29.8%	35.6%	41.1%
2 persons	30.7	37.2	30.6	33.8
3 persons	12.4	13.6	13.1	6.8
4 persons	10.8	9.4	12.1	10.0
5 or more	5.4	4.7	4.4	7.3
BEVERAGE PURCHASED				
Yes	51.9%	49.7%	55.0%	57.1%
No	47.9	49.2	45.0	42.9

NOTE: Some totals may not add to 100.0 percent because of multiple responses and exclusion of non-responses.

C. The Most Recent Take Out Occasion By Meal Period

Differences concerning the take out meal at different meal periods were noted, with the most significant differences occurring among take out meals for lunch, dinner and breakfast.

The majority of take out occasions for any meal period -- breakfast, lunch, dinner, snack -- occur at fast food places. Seventy-two percent of the take out breakfasts, 71 percent of the lunches, 64 percent of the dinners and 55 percent of the snacks reported by respondents took place at a quick service establishment. However, a relatively large proportion of take out dinners and snacks occurred at some other type of foodservice establishment. Twenty-seven percent of the recent take out dinners originated at a table service restaurant, and nearly half (46 percent) the snacks took place at a supermarket, convenience store or deli.

Take out breakfasts are more likely than average to occur on a Saturday or Sunday than are other types of meals. One-third of the recent breakfast take out occasions were on the weekend, perhaps indicating the popularity of a quick meal on the run before shopping or church. In comparison, about two out of 10 take out lunches or dinner were on a Saturday or Sunday.

On the vast majority of breakfast take out occasions, the patron is coming from home -- 70 percent. Many people also come from home prior to purchasing a take out dinner. Nearly half (48 percent) of those interviewed said they were at home prior to going to the restaurant for their take out evening meal. On the other hand, on four out of 10 lunch occasions, the customer was at work just before visiting the restaurant.

Work is a popular destination after purchasing a take out breakfast or lunch. On three out of 10 breakfast or lunch take out occasions the patron went to work after making the purchase versus a substantially lower six percent for dinner. Home is a popular destination after buying food to go for dinner. Eight out of 10 people interviewed reported they went home after purchasing their most recent take out dinner.

The majority of take out dinners are consumed while the patron is at home. Three-fourths of the people surveyed stated they ate their take out dinner at home. In comparison, only 39 percent reported home as the place for consumption for lunch and 30 percent said the same for breakfast.

A take out dinner is more likely to be purchased for two or more people, while a take out breakfast or lunch tends to be purchased for only one person. Thirty-five percent of those interviewed stated that their last take out dinner was purchased for two people, and an additional 37 percent reported theirs was purchased for three or more people. In comparison, the proportions for lunch were lower -- 31 percent and 23 percent, respectively. Forty-two percent of the take out lunches were purchased for only one person. A large number of take out breakfasts -- 46 percent -- were purchased for just one individual.

TABLE II-10

LAST TAKE OUT MEAL PURCHASED BY MEAL OCCASION

	Breakfast	Lunch	Dinner	Snack
TYPE OF RESTAURANT				
Table service	21.1%	17.6%	26.6%	18.3%
Fast food/take out	72.2	70.7	64.4	54.9
Other	24.5	27.3	28.8	46.4
DAY OF THE WEEK				
Weekday	40.0%	57.7%	63.6%	47.2%
Weekend	33.3	18.8	20.1	20.4
WHERE CAME FROM				
Home	70.0%	32.9%	48.0%	31.0%
Work	17.8	41.5	29.7	28.9
Shopping	11.1	17.1	13.3	19.0
Recreation	6.7	6.3	6.2	16.9
Other	12.2	16.6	16.7	28.1
WHERE WENT AFTER				
Home	47.8%	50.5%	80.8%	70.4%
Work	31.1	34.5	6.5	17.6
Shopping	11.1	7.0	4.0	6.3
Recreation	4.4	4.9	7.6	7.7
Other	18.9	11.7	7.0	11.2
WHERE ORDER WAS PLACED				
At the counter	72.2%	66.2%	66.4%	70.4%
Over the telephone	4.4	11.3	15.8	7.7
In a car	24.4	30.5	21.2	26.1
WHERE FOOD WAS EATEN				
At home	30.0%	39.0%	74.3%	43.7%
At work	14.4	23.9	5.4	12.0
In a car	34.4	25.6	12.1	35.2
Other	22.2	17.6	13.6	18.3
WAS ORDER DELIVERED				
Yes	4.4%	12.0%	5.4%	12.7%
No	95.6	88.0	94.6	87.3
HOW GOT TO RESTAURANT				
Walk	5.8%	12.8%	10.4%	12.9%
Drive	84.9	79.2	82.4	77.4
HOW FAR AWAY WAS RESTAURANT				
Under 1 mile	36.0%	34.7%	33.7%	42.7%
1 to 2 miles	18.6	23.7	28.7	21.0
3 to 5 miles	24.4	16.5	17.9	12.1
More than 5 miles	11.6	14.7	12.2	13.7

TABLE II-10 (continued)

LAST TAKE OUT MEAL PURCHASED BY MEAL OCCASION

	Breakfast	Lunch	Dinner	Snack
WHO WAS FOOD PURCHASED FOR				
Respondent	46.7%	45.1%	26.6%	43.7%
Household	37.8	36.9	61.3	37.3
Friends	2.2	5.4	7.3	7.0
Co-workers	4.4	9.6	1.7	4.2
Others	3.3	4.5	3.7	7.0
FOOD PURCHASED FOR HOW MANY PEOPLE				
1 person	45.6%	42.3%	25.1%	41.5%
2 persons	26.7	31.0	34.7	23.2
3 persons	10.0	10.3	15.8	9.9
4 persons	8.9	8.9	13.6	12.0
5 or more persons	2.2	4.5	7.3	7.0
BEVERAGE PURCHASED				
Yes	74.4%	61.5%	39.3%	64.8%
No	25.6	38.5	60.7	35.2

NOTE: Some totals may not add to 100.0 percent because of multiple responses and exclusion of non-responses.

D. Foods And Beverages Purchased For Most Recent Take Out Meal or Snack

In order to determine what types of foods and beverages are most commonly ordered for a take out meal or snack, respondents were asked to indicate which items they purchased on their most recent take out occasion. The most popular food ordered is a hamburger/cheeseburger, and the most popular beverage is a soft drink.

Thirty-nine percent of the people interviewed reported they ordered a hamburger or cheeseburger on their last take out occasion. French fries were a distant second -- 28 percent had them. These items were followed by other types of sandwiches (23 percent), chicken (20 percent), pizza (17 percent), ice cream (10 percent) and fish/seafood (10 percent).

Sixty-six percent indicated they had a soft drink with their last take out meal. Coffee was second -- 18 percent ordered this beverage to go. Other drinks such as milk (9 percent), tea (9 percent) and fruit juice (5 percent) were ordered on a relatively small number of take out occasions.

Some differences in where these foods and beverages are likely to be ordered for take out were noted. Hamburgers/cheeseburgers are usually ordered for take out at fast food places. Forty-seven percent said they had a hamburger or cheeseburger on their last fast food take out occasion. French fries (35 percent), soft drinks (68 percent) and milk shakes (5 percent) are also likely to be ordered for a take out meal at a fast food place.

Other types of sandwiches, chicken and pizza tend to be ordered more frequently than average for take out from table service restaurants and from other types of establishments, primarily convenience stores and delis. About one-fourth of those interviewed stated they ordered one of these items on their last take out visit to a full service outlet. Sandwiches are especially popular at other establishments -- 43 percent said this is what they ordered. Chicken (28 percent) and pizza (26 percent) are also frequent choices when purchasing take out from supermarkets, convenience stores and delis.

Salads and soups are more likely than average to be ordered for take out at supermarkets, convenience stores and delis. One out of 10 people said they ordered a tossed salad or some other salad on their last take out visit to one of these types of establishments, and an additional one out of 10 said the same for soup.

The breakfast take out market is still relatively small, but some differences in where various breakfast foods were ordered were noted. An egg sandwich is more likely to be purchased for take out when visiting a fast food place and other types of eggs often are purchased when patronizing a full service establishment. Nine percent of the people surveyed said they had an egg sandwich for their most recent fast food take out meal, and eight percent said they ordered some other type of egg on their last full service take out occasion. Pastries and donuts are often ordered for take out when visiting some other type of establishment such as convenience stores and delis. Two out of 10 indicated they ordered a donut, pastry or croissant on their last take out occasion at one of these places.

Differences for which meal these various menu items are ordered are shown on Tables II-13 and II-16. For the most part, the information is logical, with breakfast foods dominating take out breakfasts and hamburgers and sandwiches being prevalent foods for lunch and dinner.

TABLE II-11

FOODS PURCHASED FOR LAST TAKE OUT MEAL

Food Item	Percent of Respondents
Hamburgers/cheeseburgers	39.0%
French fries	28.1
Other sandwiches/subs/hot dogs	22.7
Chicken	19.7
Pizza	17.1
Ice cream/yogurt	9.9
Fish/seafood	9.5
Donuts/pastry/croissant	8.2
Egg sandwich	6.6
Other salads (fruit/potato/chicken)	5.8
Tossed Salad	5.3
Barbecue	4.5
Oriental food	4.4
Baked potato	3.8
Mexican food	3.5
Cookies	3.2
Sausage sandwich	3.1
Eggs, any style	2.9
Soup	2.7
Other breakfast foods (toast/pancakes/bacon, etc.)	8.3
Other side dishes (beans/chips/vegetables, etc.)	1.9
All other mentions	2.1

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-12

FOODS PURCHASED FOR THE LAST TAKE OUT MEAL BY TYPE OF RESTAURANT

	All Restaurants	Table Service Restaurants	Fast Food Restaurants	All Other Estab.
Breakfast Foods				
Egg Sandwich	6.6%	5.8%	8.9%	7.8%
Eggs, any style	2.9	7.9	3.7	10.5
Donuts/pastry/ croissants	8.2	11.5	6.5	21.0
Sausage sandwich	3.1	*	2.9	6.8
Other breakfast foods	8.3	6.7	9.9	16.0
Sandwiches/Entrees				
Hamburgers/ cheeseburgers	39.0%	30.9%	47.2%	33.8%
Other sandwiches	22.7	25.2	19.1	43.4
Chicken	19.7	23.0	19.1	27.8
Pizza	17.1	27.2	15.9	26.0
Fish/seafood	9.5	11.5	10.0	9.6
Barbecue	4.5	7.9	3.9	7.8
Oriental food	4.4	8.9	4.4	7.8
Mexican food	3.5	5.2	3.9	3.2
Side Dishes				
French fries	28.1%	22.0%	34.6%	29.2%
Tossed salad	5.3	7.9	4.0	10.0
Other salad	5.8	7.9	3.7	10.5
Baked potato	3.8	5.8	3.6	10.0
Soup	2.7	5.8	1.5	9.6
Other side dishes	1.9	5.1	*	*
Dessert Items				
Ice cream/yogurt	9.9%	13.1%	8.9%	20.5%
Cookies	3.2	*	2.4	10.0

* Insufficient number of responses

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-13

FOODS PURCHASED FOR THE LAST TAKE OUT MEAL BY MEAL OCCASION

	Breakfast	Lunch	Dinner	Snack
Breakfast Foods				
Egg Sandwich	41.1%	4.5%	5.6%	7.0%
Eggs, any style	14.4	2.4	3.3	7.7
Donuts/pastry/ croissants	22.2	7.3	7.6	17.6
Sausage sandwich	11.1	4.2	*	*
Other breakfast foods	32.2	8.7	6.5	14.7
Sandwiches/Entrees				
Hamburgers/ cheeseburgers	24.4%	49.3%	37.0%	36.6%
Other sandwiches	11.1	31.2	21.2	24.0
Chicken	*	20.7	23.7	21.8
Pizza	*	17.8	23.7	22.5
Fish/seafood	*	8.2	15.3	11.3
Barbecue	*	6.1	5.9	*
Oriental food	*	2.8	9.0	*
Mexican food	*	4.7	4.2	*
Side Dishes				
French fries	14.4%	33.8%	32.5%	21.8%
Tossed salad	*	5.2	8.2	*
Other salad	*	5.9	7.9	*
Baked potato	*	5.2	4.8	*
Soup	*	2.8	3.4	*
Other side dishes	*	2.0	2.9	*
Dessert Items				
Ice cream/yogurt	12.2%	9.6%	9.9%	27.5%
Cookies	*	3.5	3.7	7.0

* Insufficient number of responses

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-14

BEVERAGES PURCHASED FOR LAST TAKE OUT MEAL

Beverage	Percent of Respondents
Soft Drinks	66.0%
Coffee	18.1
Milk	8.6
Tea	8.6
Fruit juice	4.9
Milkshake	3.7
All others	2.3

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-15

BEVERAGES PURCHASED FOR THE LAST TAKE OUT MEAL BY TYPE OF ESTABLISHMENT

Beverages	Table Service Restaurants	Fast Food Restaurants	All Other Restaurants
Soft drinks	57.9%	68.5%	76.0%
Coffee	25.3	16.2	19.2
Milk	11.6	6.8	16.0
Tea	10.5	7.9	*
Fruit juice	*	4.4	11.2
Milkshake	*	4.7	*

* Insufficient number of responses

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-16

BEVERAGES PURCHASED FOR LAST TAKE OUT MEAL BY MEAL OCCASION

Beverages	Breakfast	Lunch	Dinner	Snack
Soft drinks	34.3%	75.2%	66.9%	69.6%
Coffee	40.3	11.1	19.4	26.1
Milk	*	6.9	9.4	14.1
Tea	*	9.5	10.1	*
Fruit juice	19.4	*	*	*
Milkshake	*	4.2	*	*

* Insufficient number of responses

NOTE: Will not total 100.0 percent because of multiple responses.

E. Options If Take Out Service Had Not Been Available

To gain some insight as to why people purchase take out meals and snacks, respondents were asked why they chose to buy take out foods and beverages rather than eating at home or eating at a restaurant. In addition, they were also queried about what they would have done if take out service had not been available.

Take out meals purchased from restaurants and other foodservice establishments are more convenient than preparing meals at home. Twenty percent of the people surveyed reported that the reason they opted for a take out meal rather than eating at home was because it was faster and quicker. An additional 14 percent reported it was more convenient, and 9 percent said they just did not want to cook. However, the largest group, 35 percent, could give no answer as to why they purchased food to go rather than cooking at home.

Take out meals purchased at fast food places are often perceived as being faster or quicker than preparing the meal at home. One-fourth of the individuals interviewed stated that the reason why they recently purchased food to go from a quick service establishment was because it was faster. In comparison, 15 percent of those whose recent take out meal was at a full service restaurant cited quickness as the reason.

People are especially interested in quickness when purchasing a take out meal for breakfast. Twenty-seven percent reported that the reason why they recently purchased food to go for breakfast was because it was faster or quicker than eating the same meal at home. An additional 17 percent said it was more convenient than eating at home.

Quickness and convenience are also the primary reasons why patrons purchase food to go rather than eating at the restaurant. Fourteen percent indicated the reason they purchased a take out meal rather than eating at the restaurant was because it was faster or quicker. An additional five percent said it was more convenient. For some it was the establishment itself which prompted the take out meal. Six percent stated that the establishment was too busy, too noisy or had no facilities for eating inside. However, more than half of those interviewed (55 percent) could give no good reason why they chose a take out meal over eating at the restaurant or foodservice establishment.

Patrons tend to perceive fast food take out as being faster than purchasing a meal or snack to eat at the establishment. Seventeen percent reported that the reason they chose to take food out rather than eating at the restaurant on their last fast food take out occasion was because it was faster or quicker to do so. In comparison, only seven percent of those who had recently purchased a take out meal or snack at a full service outlet cited quickness as the reason.

Breakfast and lunch take out meals are perceived as being faster than eating at the establishment. The proportion of respondents who stated quickness as the reason for purchasing food to go rather than eating at the restaurant for breakfast and lunch were relatively high -- 16 percent and 18 percent respectively. In comparison, ten percent of the dinner take out patrons cited quickness as the reason.

Most people would have opted not to have a meal out if take out service had not been available. Forty-two percent of those interviewed stated they would have eaten at home if the establishment where they most recently purchased a take out meal had not offered take out service. An additional 14 percent would have skipped the meal, and 4 percent would have taken a meal or snack prepared at home. On the other hand, nearly four of 10 said they would have eaten at the restaurant or fast food place.

Individuals who may desire to purchase a take out meal at a table service restaurant but who then find such service not available, will often opt to eat at the restaurant. Forty-six percent of those surveyed said they would have eaten at the full-service restaurant if take out service had not been available for their recent take out meal. On the other hand, a slightly lower 41 percent reported they would have eaten the meal at home.

When take out service is not available at a fast food place, more people will choose to eat at home than will choose to eat the meal at the restaurant. Forty-two percent of the respondents who had recently purchased food to go from a fast food place said they would have eaten at home if take out service was not available, and a lower 38 percent said they would have eaten at the restaurant.

When breakfast take out is not available, people will likely choose to eat at home or skip the meal. Four out of 10 said they would have eaten breakfast at home if the meal had not been taken out, and an additional two out of 10 said they would have skipped the meal. Only one-third said they would have eaten at the restaurant.

The situation for snacks is very similar. Thirty-five percent indicated they would have eaten the snack at home, and 29 perent said they would have skipped the meal. Three out of 10 reported they would have eaten at the restaurant if they had not been able to purchase a snack to go.

The majority would opt to eat at home for dinner if they were unable to purchase food to go for the evening meal. Fifty-four percent of those interviewed stated they would have eaten dinner at home if take out service had not been available. Only 35 percent said they would have eaten at the establishment.

TABLE II-17

REASON FOR PURCHASING TAKE OUT MEAL RATHER THAN EATING AT HOME

Reason	Percent of Respondents
Faster/quicker/lack of time	20.2%
More convenient	13.7
Didn't want to cook/ didn't have ingredients	8.8
Away from home -- shopping, school, etc.	6.8
Working	5.3
Wanted something different	4.9
All other reasons	9.2
No reason given	35.3

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-18

REASON FOR PURCHASING TAKE OUT MEAL RATHER THAN EATING AT HOME BY TYPE OF ESTABLISHMENT

Reason	Table Service Restaurant	Fast Food Restaurant	All Other Establishments
Faster/quicker/ lack of time	14.7%	24.3%	14.2%
More convenient	13.7	13.6	20.5
Didn't want to cook/ didn't have ingredients	9.4	9.5	5.5
Away from home -- shopping, school, etc.	*	7.5	5.0
Working	*	5.5	6.8
Wanted something different	7.3	4.9	4.6
All other reasons	12.1	7.5	8.7
No reason given	38.8	32.0	38.4

* Insufficient number of responses

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-19

REASON FOR PURCHASING TAKE OUT MEAL RATHER THAN EATING AT HOME BY MEAL OCCASION

Reason	Breakfast	Lunch	Dinner	Snack
Faster/quicker/ lack of time	26.7%	20.9%	20.3%	14.1%
More convenient	16.7	12.5	15.0	18.2
Didn't want to cook/ didn't have ingredients	7.8	5.1	13.9	7.0
Away from home -- shopping, school, etc.	*	2.3	*	*
Working	*	9.6	*	*
Wanted something different	*	3.1	5.1	9.2
All other reasons	*	7.2	11.1	12.6
No reason given	33.3	35.7	36.1	35.2

* Insufficient number of responses

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-20

REASON FOR PURCHASING TAKE OUT MEAL OR SNACK RATHER THAN EATING AT THE ESTABLISHMENT

Reason	Percent of Respondents
Faster/quicker/lack of time	14.5%
Establishment too crowded/ too busy/no facilities	6.5
Took home	6.3
Convenient	4.9
Away from home	3.9
All other reasons	9.7
No reason given	54.9

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-21

REASON FOR PURCHASING TAKE OUT MEAL RATHER THAN EATING AT THE ESTABLISHMENT BY TYPE OF ESTABLISHMENT

Reason	Table Service Restaurant	Fast Food Restaurant	All Other Establishments
Faster/quicker/ lack of time	7.3%	17.2%	10.0%
Establishment too crowded/too busy/ no facilities	6.8	5.9	7.7
Took home	9.9	6.0	0.8
Convenient	7.3	4.4	*
Away from home	2.6	4.0	2.3
All other reasons	9.4	9.4	8.5
No reason given	59.7	53.6	60.8

* Insufficient number of responses

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-22

REASON FOR PURCHASING TAKE OUT MEAL OR SNACK RATHER THAN EATING AT THE ESTABLISHMENT BY MEAL OCCASION

Reason	Breakfast	Lunch	Dinner	Snack
Fast/quick/ lack of time	15.5%	18.1%	9.6%	14.6%
Establishment too crowded/too busy/ no facilities	1.1	6.4	8.0	3.5
Took home	5.6	4.0	9.6	2.1
Convenience	3.3	3.7	5.1	6.3
Away from home	7.7	6.6	1.4	2.1
All other reasons	6.7	8.5	13.8	9.2
No reason given	58.9	53.3	54.3	62.7

* Insufficient number of responses

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-23

WHAT WOULD HAVE BEEN DONE IF NO TAKE OUT SERVICE HAD BEEN AVAILABLE

Option	Percent of Respondents
Eaten at home	41.5%
Eaten at a restaurant or fast food place	37.8
Skipped the meal or snack	13.8
Taken meal	3.5
Gone elsewhere	1.7
All other	0.9
No answer	3.0

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-24

WHAT WOULD HAVE BEEN DONE IF NO TAKE OUT SERVICE HAD BEEN AVAILABLE BY TYPE OF ESTABLISHMENT

Reason	Table Service Restaurant	Fast Food Restaurant	All Other Establishments
Eaten at home	40.8%	42.1%	46.8%
Eaten at a restaurant or fast food place	45.5	38.0	33.9
Skipped the meal or snack	8.9	14.1	19.3
Taken meal	1.6	3.7	4.1
Gone elsewhere	1.6	1.9	1.4
All other	0.5	0.3	2.8
No answer	2.6	2.3	1.4

NOTE: Will not total 100.0 percent because of multiple responses.

TABLE II-25

WHAT WOULD HAVE BEEN DONE IF NO TAKE OUT SERVICE HAD BEEN AVAILABLE BY MEAL OCCASION

Reason	Breakfast	Lunch	Dinner	Snack
Eaten at home	41.1%	34.5%	54.5%	35.2%
Eaten at a restaurant or fast food place	32.2	41.3	35.0	30.3
Skipped the meal or snack	18.9	16.2	7.9	28.9
Taken meal	1.1	5.9	1.1	3.5
Gone elsewhere	4.4	1.9	1.4	4.2
All other	--	1.9	0.6	1.4
No answer	5.6%	2.1	2.3	1.4

NOTE: Will not total 100.0 percent because of multiple responses.

SECTION III

ATTITUDES ABOUT TAKE OUT MEALS AND SNACKS

In this section...

- Overall attitudes about take out meals and snacks offered by restaurants and other eating establishments.
- Attitudes about take out meals and snacks for users and non-users of take out foods and beverages.
- Attitudes about take out meals and snacks for various demographic groups.

A. General Attitudes About Take Out Meals and Snacks

Respondents to this survey were asked to state their level of agreement or disagreement with 13 statements regarding take out meals and snacks. Specifically, they were asked to state their opinions about whether or not they were purchasing more take out meals as well as their thoughts on the packaging for take out foods and beverages, the need for drive thru and home delivery options, the quality of food offerings and the need for more variety and gourmet items.

The largest group of those interviewed reported they were purchasing more take out meals and snacks now than they were three years ago. Nearly half (47 percent) agreed with this assessment of their situation versus one out of three who said it was not a true description of their behavior. The fact that more eating establishments are offering take out service as well as the need for convenient meals prepared outside the home are the primary reasons for this rise.

Most people appear to be satisfied with take out service at the nation's restaurants. They are satisfied with the packaging, the quality of food and the food offerings. For example, seven out of 10 reported they strongly agreed or agreed with the statement, "The packaging for take out foods is adequate." This is further substantiated by the fact that over half said they did not have to reheat hot take out foods before eating them.

Consumers prefer take out foods and beverages purchased at restaurants and fast food places to that purchased at grocery and convenience stores. Six out of 10 interviewed reported this fact. (Additional research conducted by the National Restaurant Association revealed that many consumers view the quality of food offered by convenience stores as relatively poor. On the other hand, grocery store take out foods are perceived more favorably.) The reason for this preference is likely related to food quality.

More than half (53 percent) said they agreed with this statement, "The quality of take out food available from restaurants and fast food places has improved in the past three years."

When actually purchasing a take out meal, consumers look for a convenient establishment. Sixty-nine percent of those interviewed stated they agreed with, "How far away the establishment is located is important to me when choosing a place to purchase a take out meal or snack." Some (37 percent) also look for places which offer daily take out specials.

Many consumers purchase a complete meal when buying take out foods and beverages while others purchase one or two items to go along with a home prepared meal. Forty-eight percent said they agreed with "I usually purchase a complete take out meal rather than only one or two items to go with a meal prepared at home."

Consumers have some desires regarding take out service. Four out of 10 agreed with "I would take advantage of drive thru service if it were more readily available from restaurants and other places that serve food." About three out of 10 want to see more fancy restaurants offer take out meals and snacks. One-third were in agreement with this statement, "I would take advantage of delivery service if it were more readily available from restaurants and other places that serve food." And finally, slightly more than one out of four said they agreed with, "I would take advantage of complete, gourmet take out meals for my household and my guests if they were more readily available from specialty and atmosphere restaurants."

TABLE III-1

TAKE OUT FOOD ATTITUDES

Statement	Mean value	Percent who agree*
The packaging for take out foods is adequate.	4.1	71.8%
How far away the establishment is located is important to me when choosing a place to purchase a take out meal or snack.	4.1	69.0
I prefer take out food purchased at restaurants and fast food places to that purchased at grocery and convenience stores.	3.9	60.9
The quality of take out food available from restaurants and fast food places has improved in the past three years.	3.7	53.3
I prefer to go to establishments which offer a wide variety of take out items.	3.7	52.6
I prefer to go to establishments which offer daily take out specials.	3.4	37.1
I usually purchase a complete take out meal rather than only one or two items to go with a meal prepared at home.	3.4	48.4
I would take advantage of drive thru service if it were more readily available from restaurants and other places that serve food.	3.3	42.6
I am purchasing more take out meals now than I did three years ago.	3.3	46.6
I wish more fancy restaurants offered take out service.	3.1	27.0

TABLE III-1 (continued)

TAKE OUT FOOD ATTITUDES

Statement	Mean value	Percent who agree*
I would take advantage of delivery service if it were more readily available from restaurants and other places that serve food.	3.0	33.9
I would take advantage of complete, gourmet take out meals for my household and my guests if they were more readily available from specialty and atmosphere restaurants.	2.7	27.4
I often have to reheat hot take out foods before I eat them.	2.4	22.8

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* Proportion who agree very much and agree somewhat with the statement.

B. Take Out Attitudes for Take Out Users and Non-Users

The level of agreement with each of these 13 statements varies significantly between take out users (who comprise 85 percent of those interviewed), and in particular frequent users (who accounted for 56 percent of the individuals interviewed), and non-users. For example, take out users are more likely to be satisfied with the packaging of take out products and indicate they are enjoying more take out meals and snacks than are non-users. Eight out of 10 frequent and occasional users (those who purchase a take out meal or snack at least once every other month) agreed with, "The packaging for take out foods is adequate," versus a considerably lower 38 percent for those who report they never purchase foods to go. Also, frequent take out patrons, those who purchase foods to go two or more times a month, have increased their take out purchases in the last few years. Sixty-three percent said they are purchasing more take out meals now than three years ago. In comparison only 47 percent of all respondents make such a claim and more than half the non-users say this does not describe their behavior.

One of the reasons take out users enjoy food to go is because of its convenience. And, these users have a high level of agreement with, "How far away the establishment is located is important to me when choosing a place to purchase a take out meal or snack." Seven out of 10 take out users said they agreed versus a significantly lower 46 percent of non-users.

Frequent and occasional users display a strong preference for take out food from restaurants and fast food places over those at grocery and convenience stores. More than two thirds agreed with this particular statement. On the other hand, the majority of non-users offered no opinion.

Most take out patrons have seen an improvement in the quality of food available for take out in the past three years. Six out of 10 frequent users and more than half the occasional and infrequent users agreed with, "The quality of take out food available from restaurants and fast food places has improved in the past three years." In comparison, only one-fourth of the non-users made such a claim, and nearly half could neither agree nor disagree with the statement.

Analysis of the level of agreement with some of these statements for the frequent take out user group revealed a desire for some different take out options. For example, frequent users expressed a high level of agreement (61 percent) with the statement concerning their preference for going to places which offer a variety of take out items. Six out of 10 report they usually purchase a complete meal compared with fewer than half of all those interviewed. In addition, many frequent users would like to see more drive thru service (52 percent), delivery service (41 percent) and complete, gourmet meals (33 percent).

On the other hand, those who never purchase food to go are not particularly interested in any of these options. Fewer than one out of four said they would take advantage of drive thru service, only 16 percent expressed an interest in delivery service or in complete, gourmet meals and only 12 percent expressed a desire for more fancy restaurants to offer take out service.

TABLE III-2

TAKE OUT FOOD ATTITUDES FOR TAKE OUT USERS AND NON-USERS

Statement	Total Respondents	Frequent Users	Occasional Users	Infrequent Users	Non-User
The packaging for take out foods is adequate.					
Agree	71.8%	78.9%	79.7%	69.5%	37.6%
Neither agree nor disagree	16.5	13.6	10.1	18.9	36.3
Disagree	4.5	4.0	6.9	4.3	4.8
How far away the establishment is located is important to me when choosing a place to purchase a take out meal or snack.					
Agree	69.0%	73.4%	76.0%	71.5%	45.9%
Neither agree nor disagree	13.8	13.8	9.7	11.6	22.6
Disagree	10.0	9.4	12.0	9.5	8.9
I prefer take out food purchased at restaurants and fast food places to that purchased at grocery and convenience stores					
Agree	60.9%	70.6%	65.4%	51.6%	28.0%
Neither agree nor disagree	20.9	15.8	21.6	26.3	36.3
Disagree	11.2	10.1	10.6	14.8	13.7
The quality of take out food available from restaurants and fast food places has improved in the past three years					
Agree	53.3%	61.0%	53.4%	50.5%	26.0%
Neither agree nor disagree	30.6	27.8	31.3	29.5	43.2
Disagree	9.2	7.9	12.4	12.6	9.6
I prefer to go to establishments which offer a wide variety of take out items					
Agree	52.6%	60.7%	51.6%	48.5%	21.9%
Neither agree nor disagree	28.0	25.6	33.2	24.2	37.7
Disagree	12.6	10.4	12.9	20.0	18.5

TABLE III-2 (continued)

TAKE OUT FOOD ATTITUDES FOR TAKE OUT USERS AND NON-USERS

Statement	Total Respondents	Frequent Users	Occasional Users	Infrequent Users	Non-User
I prefer to go to establishments which offer daily take out specials.					
Agree	37.1%	38.4%	44.2%	39.0%	18.5%
Neither agree nor disagree	41.5	42.8	43.8	35.8	40.4
Disagree	14.4	15.3	9.7	17.9	19.2
I usually purchase a complete take out meal rather than only one or two items to go with a meal prepared at home					
Agree	48.4%	60.5%	47.9%	32.6%	13.0%
Neither agree nor disagree	13.8	10.8	13.8	8.4	28.1
Disagree	30.8	25.5	35.9	51.5	36.3
I would take advantage of drive-thru service if it was more readily available from restaurants and other places that serve food					
Agree	42.6%	51.6%	40.1%	29.5%	22.6%
Neither agree nor disagree	25.8	24.3	25.8	31.6	27.4
Disagree	24.3	20.7	31.3	31.5	26.7
I am purchasing more take out meals now than I did three years ago					
Agree	46.6%	63.1%	36.4%	25.2%	11.0%
Neither agree nor disagree	16.4	15.3	20.3	23.2	14.4
Disagree	29.9	18.2	41.0	43.1	52.7
I wish more fancy restaurants offered take out services					
Agree	27.0%	30.9%	28.6%	24.2%	11.7%
Neither agree nor disagree	42.4	40.6	47.9	41.1	45.9
Disagree	23.5	25.1	19.8	27.4	20.5

TABLE III-2 (continued)

TAKE OUT FOOD ATTITUDES FOR TAKE OUT USERS AND NON-USERS

Statement	Total Respondents	Frequent Users	Occasional Users	Infrequent Users	Non-User
I would take advantage of delivery service if it was more readily available from restaurants and other places that serve food.					
Agree	33.9%	40.6%	31.8%	27.4%	15.7%
Neither agree nor disagree	24.0	24.3	23.0	25.3	27.4
Disagree	35.1	31.9	42.4	39.0	34.3
I would take advantage of complete, gourmet take out meals for my household and my guests if they were more readily available from specialty and atmosphere restaurants					
Agree	27.4%	32.9%	24.0%	22.1%	15.7%
Neither agree nor disagree	22.2	24.1	17.0	21.1	26.0
Disagree	43.3	39.8	56.2	49.5	35.6
I often have to reheat hot take out foods before I eat them					
Agree	22.8%	21.6%	31.8%	17.9%	19.1%
Neither agree nor disagree	17.5	15.0	19.4	16.8	24.0
Disagree	51.7	59.4	46.5	57.9	31.5

NOTE: Totals may not add to 100.0 percent due to exclusion of non-responses.

C. Attitudes About Take Out for Various Demographic Groups

Distinct differences exist among various demographic groups as to their level of agreement and disagreement with the 13 attitudinal statements. A complete breakdown of responses by sex, age, income and household size and composition can be found in Tables III-3 through III-15. A summary of significant differences among all the groups is presented here.

THE PACKAGING FOR TAKE OUT FOODS AND BEVERAGES IS ADEQUATE

The vast majority of respondents from each of the demographic groups believe that the packaging for take out foods and beverages is adequate. However, among the different age segments some significant differences exist. Adults 18 to 34 years old expressed a higher level of agreement with this statement than all respondents --eight out of 10 versus seven out of 10. On the other hand, senior citizens reported the lowest level of agreement, with 55 percent stating they agreed with the phrase. A significant two out of 10 individuals 65 and over said they neither agreed nor disagreed with the statement.

Approximately eight out of 10 respondents from families with children under 18 living at home believe the packaging for take out foods and beverages is adequate. However, those from married couple, no children households, who also tend to be less frequent take out users, are less inclined to feel that the packaging is satisfactory. Sixty-three percent agreed with the statement and 21 percent neither agreed nor disagreed.

Households where the woman is employed, either full or part time, are also more likely to agree with this statement. Three-fourths of the respondents from these households agree that, "The packaging for take out foods and beverages is adequate," versus a lower two-thirds of those from households where the woman is not employed outside the home.

HOW FAR AWAY THE ESTABLISHMENT IS LOCATED IS IMPORTANT TO ME WHEN CHOOSING A PLACE TO PURCHASE A TAKE OUT MEAL OR SNACK.

The majority of respondents from all demographic segments feel that convenience is important when choosing a place to purchase a take out meal or snack. However, some groups appear to place a greater importance on a convenient location than others. Individuals age 25 to 34 years old are especially seeking a convenient establishment. Eight out of 10 agree with, "How far away the establishment is located is important to me when choosing a place to purchase a take out meal or snack." Singles or families with children under 13 are also looking for a convenient place to purchase food and beverages to go. Seven out of 10 of those from these household groups agreed with this statement.

Not surprisingly, working women households also place considerable importance on a convenient location. More than seven out of 10 respondents from working women households agree with this statement versus a lower six out of 10 for those from households where the woman is not employed outside the home.

I PREFER TAKE OUT FOOD PURCHASED AT RESTAURANTS AND FAST FOOD PLACES TO THAT PURCHASED AT GROCERY AND CONVENIENCE STORES.

A significant number of respondents from all demographic segments prefer take out foods from restaurants and fast food places over those from grocery and convenience stores. Individuals between the ages of 25 and 44 tend to have a greater preference for restaurant foods to go than do those from other age groups. Seven out of 10 agreed with this statement versus approximately six out of 10 for most other age groups. Senior citizens are somewhat less inclined to feel this way, with about half reporting they agree with the statement.

Families with children under 18 years old at home also prefer take out foods purchased from restaurants and quick service places to that from grocery and convenience stores. Seven out of 10 respondents from these households were in agreement with, "I prefer take out food purchased at restaurants and fast food places to that purchased at grocery and convenience stores." In comparison, only half the respondents from married couple/no children households agreed with the statement and about one out of three neither agreed nor disagreed.

Households where the wife or mother is employed full time display a definite preference for restaurant take out over grocery and convenience store take out. Seventy percent of the respondents from these households agreed with the statement. In comparison, a lower 54 percent of those from households where the wife or mother is employed part time and 56 percent of those from households where the female is not employed agreed with the statement.

THE QUALITY OF TAKE OUT FOOD AVAILABLE FROM RESTAURANTS AND FAST FOOD PLACES HAS IMPROVED IN THE PAST THREE YEARS.

Women are more inclined to agree with, "The quality of take out food available from restaurants and fast food places has improved in the past three years," than are men. Fifty-six percent of the women interviewed agreed with this statement versus a lower 50 percent of the men.

Senior citizens, who often are infrequent take out patrons, are less likely to agree with this statement than are individuals from the other age groups. Slightly more than four out of 10 people age 65 and over agreed with this versus more than half of those from all other age segments.

Working women say they have noticed an improvement in the quality of foods available for take out recently. Six out of 10 individuals interviewed from working women households reported they agreed with, "The quality of take out food available from restaurants and fast food places has improved in the past three years." In comparison, a lower 49 percent of those from households with non-working women agreed with the statement.

I PREFER TO GO TO ESTABLISHMENTS WHICH OFFER A WIDE VARIETY OF TAKE OUT ITEMS.

The majority of people interviewed from nearly all demographic segments reported they prefer places with a variety of take out foods and beverages. This is especially true for 18 to 24 year olds, with 66 percent stating their agreement with this statement. On the other hand, a lower 42 percent of the senior citizens surveyed said they agreed and one-fourth said they neither agreed nor disagreed. Perhaps some of them are not familiar with the many take out options available to them.

Lower and middle income households are more likely to prefer places with a variety of take out items than are upper income households. More than half of those interviewed from households earning less than $35,000 a year agreed with, "I prefer to go to establishments which offer a wide variety of take out items." On the other hand, only four out of 10 respondents from households with incomes over $50,000 per year agreed with the statement, and an additional four out of 10 could neither agree nor disagree.

I PREFER TO GO TO ESTABLISHMENTS WHICH OFFER DAILY TAKE OUT SPECIALS.

The largest proportion of people interviewed were uncertain as to whether or not they prefer places which offer daily take out specials. Thirty-seven percent agreed with the statement versus a somewhat higher 42 percent who neither agreed nor disagreed. Some groups which displayed a higher than average level of agreement with this statement include 18 to 24 year olds (42 percent), families with teenagers (44 percent) and households where the wife or mother works part time (41 percent).

The individuals surveyed who had a lower level of agreement with this statement include senior citizens (32 percent), married couple/ no children households (33 percent), households where the wife or mother works full time (32 percent) and households earning more than $50,000 (18 percent).

I USUALLY PURCHASE A COMPLETE TAKE OUT MEAL RATHER THAN ONLY ONE OR TWO ITEMS TO GO WITH A MEAL PREPARED AT HOME.

Most people purchase a complete meal when obtaining a meal to go versus only purchasing one or two items to go with a home prepared meal. Younger adults are more likely to do this than are older adults and senior citizens. More than six out of 10 people age 18 to 44 agreed with, "I usually purchase a complete take out meal rather than only one or two items to go with a meal prepared at home." In comparison, slightly more than forty percent of 45 to 64 year olds and only one out of four senior citizens agreed with this statement.

Individuals from households with young children reported a higher level of agreement with this statement than did those from households with no children or those with teenagers. More than six out of 10 people surveyed from families with children under 13 agreed with this statement verus about half of those from other household composition groups.

Working women are more likely to purchase complete take out meals than are their non-working counterparts. Fifty-five percent of the individuals from the former type of household reported this statement described their behavior versus 48 percent for those from households where the woman works part time and only 42 percent for those from households where the woman is not employed outside the home.

More people from households earning over $50,000 per year disagreed with this statement than agreed with it, 41 percent versus 36 percent. In comparison, those from households earning between $25,000 and $34,999 are more inclined to purchase complete take out meals. Fifty-nine percent agreed with this statement versus only 26 percent who disagreed with it.

I WOULD TAKE ADVANTAGE OF DRIVE THRU SERVICE IF IT WERE MORE READILY AVAILABLE FROM RESTAURANTS AND OTHER PLACES THAT SERVE FOOD.

Many consumers report they would take advantage of drive thru service if it were more readily available. Four out of 10 agreed with the statement. Young adults age 18 to 34 are most likely to use such service when purchasing take out foods and beverages. Six out of 10 reported they agreed with this statement versus only four out of 10 for those 45 to 64 years of age and fewer than one out of four senior citizens.

Families with young children are likely to take advantage of the convenience of drive thru service, probably because it saves time involved in getting in and out of the car. More than half of those interviewed from households with children under 13 agreed with, "I would take advantage of drive thru service if it were more readily available from restaurants and other places that serve food." In comparison, a substantially lower one out of three singles and individuals from households with no children admitted they would use drive thru windows.

Working women would like to see more drive thru service at restaurants and other eating establishments. Approximately half said they would take advantage of such service if it were more readily available versus fewer than four out of 10 of those from households where the female does not work outside the home.

I AM PURCHASING MORE TAKE OUT MEALS NOW THAN I DID THREE YEARS AGO.

Nearly half of those surveyed said they were purchasing more take out meals and snacks now than they did three years ago versus a lower three out of 10 who said the opposite. Young adults have increased their take out usage more than other age groups. Three-fourths of the individuals age 18 to 24 reported they were buying more food to go now than three years ago. Adults age 25 to 34 have also increased their take out usage, with 53 percent stating they agree with this statement. On the other hand, senior citizens are less likely to have increased their purchases of take out foods recently. Only 30 percent agreed with this statement versus a higher 36 percent who disagreed with it.

Families with young children and teenagers have seen a rise in take out meals in the past three years. Half the people surveyed from families with children under 13 and six out of 10 of those from families with children 13 to 17 said their take out purchases have increased recently. In comparison, only four out of 10 singles and one out of three individuals from married couple/no children households agreed with this statement.

Working women households have come to rely more on take out meals and snacks in the past three years. Half of those from households where the wife or mother is employed full time or part time agreed with "I am purchasing more take out meals now than I did three years ago." On the other hand, a lower 39 percent of those from non-working women households agree.

I WISH MORE FANCY RESTAURANTS OFFERED TAKE OUT SERVICE.

Many people are not sure whether or not they want to see upscale restaurants offer take out service. Forty-two percent of those interviewed could neither agree nor disagree with this statement versus only 27 percent who agreed. Older adults, age 35 to 54, have an interest in upscale take out service. Three out of 10 agreed that they want to see more fancy restaurants offer foods to go. Upper income households also have a slightly higher interest in this. Nearly three out of 10 individuals surveyed from households with annual incomes over $35,000 agreed with this statement.

I WOULD TAKE ADVANTAGE OF DELIVERY SERVICE IF IT WERE MORE READILY AVAILABLE FROM RESTAURANTS AND OTHER PLACES THAT SERVE FOOD.

Equal proportions of individuals interviewed reported they would or would not be interested in delivery service--one out of three. Adults between the ages of 18 and 44 are most interested in delivered foods and beverages. More than four out of 10 agreed with this statement versus about one of three who disagreed. Households with young children also would like to see more restaurants offer delivery service. Forty-four percent of those interviewed from families with children under 6 years of age agreed with this statement. Singles are another group who would take advantage of delivery service if it were offered. Four out of 10 were positive about such amenities versus one out of four who were not.

Working women would like to see more restaurants offer the convenience of delivery service. Thirty-seven percent of those interviewed from households where the wife or mother works outside the home agreed with this statement. The proportion for those from households where the female is not employed outside the home is a lower 30 percent.

I WOULD TAKE ADVANTAGE OF COMPLETE, GOURMET TAKE OUT MEALS FOR MY HOUSEHOLD AND MY GUESTS IF THEY WERE MORE READILY AVAILABLE FROM SPECIALTY AND ATMOSPHERE RESTAURANTS.

Most people do not perceive a need for gourmet take out at this time. Only 27 percent of the people interviewed for this survey agreed with this statement versus 43 percent who disagreed with it. However, it does appear to have more appeal to certain specific groups who not only enjoy take out but also enjoy eating out in general. Adults age 25 to 44 displayed a higher level of agreement with this statement--34 percent agreed versus about 40 percent who disagreed. Singles also expressed a desire for gourmet take out. Thirty-two percent said they agreed with this statement.

Individuals from working women households also tend to find gourmet take out more appealing. Three out of 10 said they would take advantage of such service if it were available. Upper income households, which tend to be more frequent patrons of upscale restaurants, are also more inclined to use gourmet take out. More than 30 percent of the individuals from households with incomes in excess of $35,000 reported they agreed with, "I would take advantage of complete, gourmet take out meals for my household and my guests if they were more readily available from specialty and atmosphere restaurants."

I OFTEN HAVE TO REHEAT HOT TAKE OUT FOODS BEFORE I EAT THEM.

The majority of people interviewed reported they did not have to reheat hot take out items. Fifty-two percent said they disagreed with this statement versus 23 percent who agreed.

Younger adults expressed a slightly higher level of disagreement with this statement. Six out of 10 of those 18 to 34 years old said they did not have to reheat take out foods. On the other hand, about four out of 10 of those over 55 disagreed and more than one out of four agreed.

Families wth children appear satisfied with the temperature of take out foods while singles and married couples with no children are less satisfied. Six out of 10 individuals from households with children under 18 living at home said they disagreed with the statement versus a lower 45 percent for singles and married couples.

Sixty percent of the people from households with a working wife or mother reported they disagreed with this statement versus a lower 44 percent for those from households where the wife or mother is not employed.

TABLE III-3

THE PACKAGING FOR TAKE OUT FOODS AND BEVERAGES IS ADEQUATE

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	71.8%	16.5%	4.5%
SEX			
Male	70.6%	18.0%	5.4%
Female	73.3	15.3	4.0
AGE			
Under 18	71.4%	17.3%	1.0%
18-24	80.8	15.1	2.7
25-34	83.7	11.2	3.9
35-44	73.2	18.3	6.1
45-54	77.9	11.0	7.0
55-64	71.2	18.5	4.9
65 +	54.9	21.9	4.0
HOUSEHOLD COMPOSITION			
Single	72.0%	11.3%	4.8%
Married couple/no children	62.9	21.3	5.8
Family, youngest child			
Under 6	83.0	6.6	2.8
6-12	74.0	17.8	4.8
13-17	78.9	15.6	3.4
18 +	72.5	18.3	4.1
FEMALE HEAD EMPLOYMENT			
Full-time	74.0%	15.3%	6.3%
Part-time	81.4	11.8	3.7
Not employed	65.9	19.7	3.2
HOUSEHOLD INCOME			
Under $10,000	66.2%	15.1%	3.7%
$10,000-$14,999	78.9	13.4	3.5
$15,000-$19,999	73.5	14.7	3.9
$20,000-$24,999	66.1	21.7	7.9
$25,000-$34,999	72.2	15.7	6.1
$35,000-$49,999	73.8	20.4	3.1
$50,000 +	73.6	14.5	4.5

TABLE III-3 (continued)

THE PACKAGING FOR TAKE OUT FOODS AND BEVERAGES IS ADEQUATE

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	72.4%	17.8%	3.0%
Midwest	69.6	18.4	6.0
South	70.1	18.0	4.3
West	76.7	10.2	4.6
FREQUENCY OF EATING OUT			
4 or more times a month	74.1%	14.4%	5.6%
2 or 3 times a month	74.8	18.5	2.1
Once a month	73.1	14.2	4.3
Once every other month	61.6	20.0	10.0
Once every 6 months/ once a year	65.6	23.0	3.3
Never	*	*	*

* Sample size too small for analysis.

TABLE III-4

HOW FAR AWAY THE ESTABLISHMENT IS LOCATED IS IMPORTANT TO ME WHEN CHOOSING A PLACE TO PURCHASE A TAKE OUT MEAL OR SNACK

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	69.0%	13.8%	10.0%
SEX			
Male	68.5%	15.4%	9.3%
Female	69.4	12.5	10.5
AGE			
Under 18	61.2%	17.3%	8.2%
18-24	69.9	19.2	11.0
25-34	79.2	10.7	9.0
35-44	74.4	12.2	11.0
45-54	70.9	15.7	9.3
55-64	66.8	16.3	12.5
65 +	60.3	10.7	8.9
HOUSEHOLD COMPOSITION			
Single	73.2%	7.7%	7.2%
Married couple/no children	63.9	16.8	9.3
Family, youngest child			
Under 6	72.7	7.5	10.3
6-12	68.5	15.8	12.3
13-17	66.7	19.7	10.9
18 +	73.4	11.9	10.5
FEMALE HEAD EMPLOYMENT			
Full-time	71.8%	11.7%	12.3%
Part-time	78.3	13.7	5.0
Not employed	62.6	15.4	10.4
HOUSEHOLD INCOME			
Under $10,000	61.6%	10.5%	12.8%
$10,000-$14,999	79.5	8.5	7.7
$15,000-$19,999	71.5	9.8	9.8
$20,000-$24,999	67.8	22.6	5.2
$25,000-$34,999	69.4	13.9	11.1
$35,000-$49,999	69.1	19.9	8.3
$50,000 +	68.1	10.9	12.7

TABLE III-4 (continued)

HOW FAR AWAY THE ESTABLISHMENT IS LOCATED IS IMPORTANT TO ME WHEN CHOOSING A PLACE TO PURCHASE A TAKE OUT MEAL OR SNACK

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	72.0%	10.6%	10.2%
Midwest	69.9	14.9	9.5
South	64.3	14.3	12.2
West	71.6	13.5	7.0
FREQUENCY OF EATING OUT			
4 or more times a month	69.8%	13.3%	11.1%
2 or 3 times a month	62.3	14.7	7.6
Once a month	68.8	14.2	9.2
Once every other month	71.7	15.0	6.7
Once every 6 months/ once a year	65.6	11.5	13.1
Never	*	*	*

* Sample size too small for analysis.

TABLE III-5

I PREFER TAKE OUT FOOD PURCHASED AT RESTAURANTS AND FAST FOOD PLACES TO THAT PURCHASED AT GROCERY AND CONVENIENCE STORES

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	60.9%	20.9%	11.2%
SEX			
Male	58.6%	21.2%	13.6%
Female	62.6	20.8	9.2
AGE			
Under 18	56.1%	18.4%	13.3%
18-24	64.4	21.9	13.7
25-34	68.5	19.1	11.2
35-44	72.0	20.1	5.5
45-54	59.9	23.2	12.8
55-64	59.2	23.4	13.0
65 +	49.6	20.1	10.7
HOUSEHOLD COMPOSITION			
Single	61.3%	16.7%	10.1%
Married couple/no children	51.3	27.4	11.6
Family, youngest child			
Under 6	66.0	16.0	9.5
6-12	67.9	15.8	13.0
13-17	70.7	16.3	10.2
18 +	60.6	23.9	11.4
FEMALE HEAD EMPLOYMENT			
Full-time	69.9%	17.8%	8.5%
Part-time	54.0	31.7	11.2
Not employed	56.5	20.3	11.8
HOUSEHOLD INCOME			
Under $10,000	53.0%	17.4%	15.1%
$10,000-$14,999	64.0	24.6	7.7
$15,000-$19,999	62.8	18.6	9.8
$20,000-$24,999	63.4	22.6	9.5
$25,000-$34,999	64.8	18.5	11.1
$35,000-$49,999	67.0	19.9	10.5
$50,000 +	50.0	30.0	11.8

TABLE III-5 (continued)

I PREFER TAKE OUT FOOD PURCHASED AT RESTAURANTS AND FAST FOOD PLACES TO THAT PURCHASED AT GROCERY AND CONVENIENCE STORES

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	59.7%	22.4%	11.0%
Midwest	57.9	24.7	12.0
South	64.6	19.8	7.3
West	60.9	15.3	15.8
FREQUENCY OF EATING OUT			
4 or more times a month	65.4%	19.1%	9.6%
2 or 3 times a month	64.3	17.6	13.1
Once a month	58.2	24.8	9.2
Once every other month	53.3	23.3	16.7
Once every 6 months/ once a year	45.9	32.8	13.1
Never	*	*	*

* Sample size too small for analysis.

TABLE III-6

THE QUALITY OF TAKE OUT FOOD AVAILABLE FROM RESTAURANTS AND FAST FOOD PLACES HAS IMPROVED IN THE PAST THREE YEARS

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	53.3%	30.6%	9.2%
SEX			
Male	49.6%	34.0%	10.1%
Female	56.5	27.8	8.4
AGE			
Under 18	48.0%	33.7%	5.1%
18-24	58.9	30.1	11.0
25-34	53.4	35.4	10.1
35-44	54.3	34.1	9.1
45-54	62.7	22.7	10.5
55-64	55.4	30.4	9.8
65 +	44.6	29.0	8.0
HOUSEHOLD COMPOSITION			
Single	51.8%	30.4%	6.6%
Married couple/no children	51.3	29.0	10.6
Family, youngest child			
Under 6	42.5	40.6	7.5
6-12	54.2	32.9	9.5
13-17	62.6	25.9	8.8
18 +	56.0	29.8	10.1
FEMALE HEAD EMPLOYMENT			
Full-time	60.3%	24.9%	10.7%
Part-time	56.6	33.5	6.8
Not employed	48.6	31.9	8.7
HOUSEHOLD INCOME			
Under $10,000	51.6%	25.1%	9.6%
$10,000-$14,999	59.2	30.3	7.0
$15,000-$19,999	55.8	25.5	9.8
$20,000-$24,999	56.5	32.2	7.0
$25,000-$34,999	55.5	29.2	9.2
$35,000-$49,999	46.0	37.7	13.7
$50,000 +	51.8	35.5	5.4

TABLE III-6 (continued)

THE QUALITY OF TAKE OUT FOOD AVAILABLE FROM RESTAURANTS AND FAST FOOD PLACES HAS IMPROVED IN THE PAST THREE YEARS

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	56.8%	29.7%	8.0%
Midwest	55.1	31.0	8.2
South	52.1	30.8	8.8
West	48.8	30.7	12.6
FREQUENCY OF EATING OUT			
4 or more times a month	56.8%	28.8%	8.8%
2 or 3 times a month	55.1	30.3	9.6
Once a month	49.0	31.9	11.3
Once every other month	45.0	38.3	10.0
Once every 6 months/ once a year	36.1	41.0	13.1
Never	*	*	*

* Sample size too small for analysis.

TABLE III-7

I PREFER TO GO TO ESTABLISHMENTS WHICH OFFER A WIDE VARIETY OF TAKE OUT ITEMS

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	52.6%	28.0%	12.6%
SEX			
Male	50.4%	30.2%	13.0%
Female	54.2	26.4	12.4
AGE			
Under 18	45.9%	34.7%	7.1%
18-24	65.8	26.0	8.2
25-34	60.1	27.5	11.2
35-44	58.5	23.2	15.8
45-54	50.0	31.4	14.5
55-64	53.8	30.4	11.4
65 +	41.5	25.4	14.7
HOUSEHOLD COMPOSITION			
Single	53.0%	22.0%	13.7%
Married couple/no children	49.4	27.4	14.2
Family, youngest child			
Under 6	56.6	28.3	6.6
6-12	50.7	31.5	14.3
13-17	53.8	34.7	8.9
18 +	55.5	26.6	13.8
FEMALE HEAD EMPLOYMENT			
Full-time	53.3%	27.6%	15.3%
Part-time	56.5	34.2	6.2
Not employed	49.4	27.4	12.4
HOUSEHOLD INCOME			
Under $10,000	56.2%	17.8%	11.4%
$10,000-$14,999	61.3	23.9	12.7
$15,000-$19,999	53.0	29.4	8.8
$20,000-$24,999	57.4	27.8	10.4
$25,000-$34,999	50.5	29.2	15.3
$35,000-$49,999	49.8	34.6	13.0
$50,000 +	38.2	39.1	14.6

TABLE III-7 (continued)

I PREFER TO GO TO ESTABLISHMENTS WHICH OFFER A WIDE VARIETY OF TAKE OUT ITEMS

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	51.7%	28.0%	13.6%
Midwest	51.3	30.1	13.3
South	51.5	25.3	9.8
West	47.9	29.3	14.9
FREQUENCY OF EATING OUT			
4 or more times a month	55.7%	26.4%	12.0%
2 or 3 times a month	56.3	29.8	9.2
Once a month	43.9	32.6	15.6
Once every other month	38.4	31.7	23.3
Once every 6 months/ once a year	39.4	34.4	18.1
Never	*	*	*

* Sample size too small for analysis.

TABLE III-8

I PREFER TO GO TO ESTABLISHMENTS WHICH OFFER DAILY TAKE OUT SPECIALS

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	37.1%	41.5%	14.4%
SEX			
Male	38.5%	41.4%	13.6%
Female	35.9	41.5	15.2
AGE			
Under 18	28.6%	45.9%	13.3%
18-24	42.5	42.5	13.7
25-34	39.9	44.4	14.6
35-44	33.5	47.0	17.1
45-54	41.9	40.7	13.4
55-64	41.3	40.2	14.1
65 +	32.1	34.4	14.3
HOUSEHOLD COMPOSITION			
Single	36.9%	36.3%	15.5%
Married couple/no children	32.9	43.5	13.8
Family, youngest child			
Under 6	34.9	42.5	14.2
6-12	32.2	49.3	15.1
13-17	44.2	43.5	9.5
18 +	42.7	35.3	17.5
FEMALE HEAD EMPLOYMENT			
Full-time	32.5%	45.1%	18.6%
Part-time	41.0	43.5	12.4
Not employed	38.8	39.0	10.8
HOUSEHOLD INCOME			
Under $10,000	43.3%	27.4%	14.6%
$10,000-$14,999	38.7	43.0	14.8
$15,000-$19,999	40.2	39.2	11.8
$20,000-$24,999	36.5	40.0	19.2
$25,000-$34,999	40.7	41.2	12.9
$35,000-$49,999	34.0	47.6	15.2
$50,000 +	18.2	60.9	12.7

TABLE III-8 (continued)

I PREFER TO GO TO ESTABLISHMENTS WHICH OFFER DAILY TAKE OUT SPECIALS

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	36.0%	42.4%	14.8%
Midwest	36.1	42.7	15.8
South	42.4	42.1	7.6
West	31.6	37.7	22.3
FREQUENCY OF EATING OUT			
4 or more times a month	37.1%	41.3%	15.5%
2 or 3 times a month	41.2	40.8	13.4
Once a month	38.3	34.8	19.1
Once every other month	40.0	45.0	8.4
Once every 6 months/ once a year	21.3	60.7	9.8
Never	*	*	*

* Sample size too small for analysis.

TABLE III-9

I USUALLY PURCHASE A COMPLETE TAKE OUT MEAL RATHER THAN ONLY ONE OR TWO ITEMS TO GO WITH A MEAL PREPARED AT HOME

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	48.4%	13.8%	30.8%
SEX			
Male	46.7%	16.0%	30.9%
Female	49.9	12.0	30.6
AGE			
Under 18	54.1%	11.2%	22.4%
18-24	61.6	20.5	17.8
25-34	65.2	10.7	23.0
35-44	63.4	15.2	18.9
45-54	47.1	8.7	40.1
55-64	40.8	17.9	37.0
65 +	25.0	14.7	41.1
HOUSEHOLD COMPOSITION			
Single	50.0%	12.5%	25.6%
Married couple/no children	51.0	14.8	34.6
Family, youngest child			
Under 6	61.3	9.4	20.7
6-12	63.0	13.0	20.6
13-17	45.6	20.4	31.2
18 +	43.6	11.5	40.8
FEMALE HEAD EMPLOYMENT			
Full-time	55.1%	9.6%	31.4%
Part-time	47.8	11.2	37.9
Not employed	41.8	18.1	28.6
HOUSEHOLD INCOME			
Under $10,000	42.5%	11.9%	30.6%
$10,000-$14,999	47.2	19.7	29.6
$15,000-$19,999	51.0	8.8	31.4
$20,000-$24,999	46.9	18.3	30.5
$25,000-$34,999	58.8	10.2	25.9
$35,000-$49,999	50.8	15.2	31.4
$50,000 +	36.3	14.5	40.9

TABLE III-9 (continued)

I USUALLY PURCHASE A COMPLETE TAKE OUT MEAL RATHER THAN ONLY ONE OR TWO ITEMS TO GO WITH A MEAL PREPARED AT HOME

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	45.8%	14.8%	32.6%
Midwest	44.6	14.6	35.4
South	51.2	15.5	25.3
West	52.6	8.8	30.2
FREQUENCY OF EATING OUT			
4 or more times a month	52.8%	10.9%	30.4%
2 or 3 times a month	54.6	15.5	25.2
Once a month	42.5	12.1	36.9
Once every other month	40.0	18.3	35.0
Once every 6 months/ once a year	24.6	29.5	37.7
Never	*	*	*

* Sample size too small for analysis.

TABLE III-10

I WOULD TAKE ADVANTAGE OF DRIVE THRU SERVICE IF IT WERE MORE READILY AVAILABLE FROM RESTAURANTS AND OTHER PLACES THAT SERVE FOOD

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	42.6%	25.8%	24.3%
SEX			
Male	42.2%	24.7%	26.1%
Female	43.0	26.5	22.9
AGE			
Under 18	39.8%	29.6%	17.3%
18-24	63.0	21.9	15.1
25-34	60.7	25.8	12.4
35-44	47.6	25.6	23.2
45-54	39.5	23.8	32.0
55-64	39.7	26.6	29.3
65 +	24.1	25.9	30.8
HOUSEHOLD COMPOSITION			
Single	35.7%	30.4%	22.0%
Married couple/no children	32.9	27.7	29.0
Family, youngest child			
Under 6	54.7	25.5	10.3
6-12	51.4	25.3	19.9
13-17	44.2	27.9	25.1
18 +	48.6	18.3	28.9
FEMALE HEAD EMPLOYMENT			
Full-time	44.6%	26.2%	24.3%
Part-time	51.6	28.0	17.4
Not employed	38.0	24.8	26.0
HOUSEHOLD INCOME			
Under $10,000	39.7%	23.3%	22.4%
$10,000-$14,999	45.1	28.9	21.9
$15,000-$19,999	50.0	26.5	14.7
$20,000-$24,999	46.0	22.6	26.9
$25,000-$34,999	46.3	19.4	27.8
$35,000-$49,999	39.3	28.8	29.4
$50,000 +	32.7	36.4	22.8

TABLE III-10 (continued)

I WOULD TAKE ADVANTAGE OF DRIVE THRU SERVICE IF IT WERE MORE READILY AVAILABLE FROM RESTAURANTS AND OTHER PLACES THAT SERVE FOOD

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	33.5%	25.8%	33.5%
Midwest	46.8	26.9	20.2
South	47.0	25.6	19.2
West	39.5	24.2	28.4
FREQUENCY OF EATING OUT			
4 or more times a month	44.5%	24.4%	25.1%
2 or 3 times a month	44.1	27.3	22.7
Once a month	39.7	27.7	24.8
Once every other month	45.0	25.0	23.4
Once every 6 months/ once a year	27.9	32.8	31.1
Never	*	*	*

* Sample size too small for analysis.

TABLE III-11

I AM PURCHASING MORE TAKE OUT MEALS NOW THAN I DID THREE YEARS AGO

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	46.6%	16.4%	29.9%
SEX			
Male	46.9%	16.5%	30.0%
Female	46.3	16.5	29.6
AGE			
Under 18	59.2%	10.2%	16.3%
18-24	76.7	9.6	13.7
25-34	53.4	18.0	27.5
35-44	45.1	19.5	32.9
45-54	47.7	15.1	33.1
55-64	41.3	22.3	32.6
65 +	30.4	14.3	35.7
HOUSEHOLD COMPOSITION			
Single	41.7%	16.1%	30.4%
Married couple/no children	34.5	20.6	35.5
Family, youngest child			
Under 6	51.9	14.2	22.7
6-12	50.0	13.7	32.9
13-17	62.6	18.4	17.0
18 +	51.8	12.4	31.6
FEMALE HEAD EMPLOYMENT			
Full-time	48.9%	15.8%	31.2%
Part-time	59.7	16.1	20.5
Not employed	39.4	17.1	32.3
HOUSEHOLD INCOME			
Under $10,000	45.7%	13.7%	25.6%
$10,000-$14,999	40.9	14.1	41.6
$15,000-$19,999	49.1	9.8	32.3
$20,000-$24,999	40.0	17.4	38.2
$25,000-$34,999	48.2	19.4	26.4
$35,000-$49,999	54.0	17.3	26.1
$50,000 +	44.6	22.7	25.5

TABLE III-11 (continued)

I AM PURCHASING MORE TAKE OUT MEALS NOW THAN I DID THREE YEARS AGO

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	41.1%	19.1%	33.0%
Midwest	43.7	19.3	31.3
South	51.5	13.1	27.4
West	49.3	14.4	27.9
FREQUENCY OF EATING OUT			
4 or more times a month	55.6%	15.3%	23.4%
2 or 3 times a month	44.1	21.4	29.0
Once a month	37.6	19.1	35.4
Once every other month	25.0	15.0	53.3
Once every 6 months/ once a year	23.0	14.8	54.1
Never	*	*	*

* Sample size too small for analysis.

TABLE III-12

I WISH MORE FANCY RESTAURANTS OFFERED TAKE OUT SERVICE

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	27.0%	42.4%	23.5%
SEX			
Male	25.3%	44.0%	24.1%
Female	28.2	41.2	23.1
AGE			
Under 18	23.5%	45.9%	18.4%
18-24	30.1	54.8	15.1
25-34	29.2	45.5	23.6
35-44	30.5	39.0	28.0
45-54	30.2	41.9	23.8
55-64	28.3	42.4	25.0
65 +	19.2	37.5	23.7
HOUSEHOLD COMPOSITION			
Single	29.2%	33.3%	25.6%
Married couple/no children	25.4	40.0	24.8
Family, youngest child			
Under 6	23.6	50.9	16.0
6-12	26.0	49.3	21.3
13-17	31.3	42.2	23.8
18 +	27.0	44.0	24.8
FEMALE HEAD EMPLOYMENT			
Full-time	26.3%	39.3%	30.6%
Part-time	23.6	49.7	23.6
Not employed	28.2	41.9	18.3
HOUSEHOLD INCOME			
Under $10,000	31.0%	29.2%	23.7%
$10,000-$14,999	26.1	50.7	21.1
$15,000-$19,999	29.4	43.1	17.6
$20,000-$24,999	20.0	48.7	26.9
$25,000-$34,999	25.0	46.3	23.6
$35,000-$49,999	29.3	41.9	26.1
$50,000 +	25.5	43.6	22.7

TABLE III-12 (continued)

I WISH MORE FANCY RESTAURANTS OFFERED TAKE OUT SERVICE

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	28.0%	41.1%	24.2%
Midwest	26.6	42.7	25.0
South	31.7	43.9	16.2
West	19.5	40.9	31.6
FREQUENCY OF EATING OUT			
4 or more times a month	30.8%	37.2%	25.7%
2 or 3 times a month	27.3	48.3	18.5
Once a month	20.5	43.3	28.4
Once every other month	18.3	53.3	21.7
Once every 6 months/ once a year	21.3	57.4	13.2
Never	*	*	*

* Sample size too small for analysis.

TABLE III-13

I WOULD TAKE ADVANTAGE OF DELIVERY SERVICE IF IT WERE MORE READILY AVAILABLE FROM RESTAURANTS AND OTHER PLACES THAT SERVE FOOD

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	33.9%	24.0%	35.1%
SEX			
Male	32.3%	22.8%	38.3%
Female	34.6	25.0	32.6
AGE			
Under 18	29.6%	24.5%	32.6%
18-24	49.3	23.3	27.4
25-34	47.6	19.1	32.0
35-44	43.3	23.2	31.1
45-54	26.2	24.4	44.8
55-64	28.8	26.1	40.8
65 +	22.3	26.8	32.1
HOUSEHOLD COMPOSITION			
Single	39.8%	22.0%	26.2%
Married couple/no children	28.7	28.7	33.2
Family, youngest child			
Under 6	44.4	13.2	33.0
6-12	35.6	27.4	33.5
13-17	35.3	25.9	36.1
18 +	29.4	20.6	45.9
FEMALE HEAD EMPLOYMENT			
Full-time	37.2%	19.7%	38.8%
Part-time	31.7	29.8	35.4
Not employed	30.3	25.0	33.8
HOUSEHOLD INCOME			
Under $10,000	31.5%	23.7%	29.7%
$10,000-$14,999	31.7	23.2	42.3
$15,000-$19,999	36.2	26.5	28.4
$20,000-$24,999	37.4	20.9	37.4
$25,000-$34,999	38.4	22.2	33.8
$35,000-$49,999	33.5	23.6	40.3
$50,000 +	27.2	30.9	33.7

TABLE III-13 (continued)

I WOULD TAKE ADVANTAGE OF DELIVERY SERVICE IF IT WERE MORE READILY AVAILABLE FROM RESTAURANTS AND OTHER PLACES THAT SERVE FOOD

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	32.2%	24.6%	36.0%
Midwest	37.0	22.8	34.8
South	35.1	26.8	30.2
West	29.3	20.9	41.9
FREQUENCY OF EATING OUT			
4 or more times a month	34.8%	22.6%	36.4%
2 or 3 times a month	39.0	24.8	31.0
Once a month	32.6	23.4	36.2
Once every other month	23.4	31.7	38.3
Once every 6 months/ once a year	22.9	31.1	37.7
Never	*	*	*

* Sample size too small for analysis.

TABLE III-14

I WOULD TAKE ADVANTAGE OF COMPLETE, GOURMET TAKE OUT MEALS FOR MY HOUSEHOLD AND MY GUESTS IF THEY WERE MORE READILY AVAILABLE FROM SPECIALTY AND ATMOSPHERE RESTAURANTS

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	27.4%	22.2%	43.3%
SEX			
Male	26.5%	21.8%	44.8%
Female	28.0	22.6	42.0
AGE			
Under 18	22.4%	21.4%	42.8%
18-24	26.0	31.5	42.5
25-34	34.8	25.8	38.2
35-44	34.1	18.9	44.5
45-54	23.8	19.8	51.7
55-64	25.5	24.4	45.6
65 +	23.2	19.2	38.4
HOUSEHOLD COMPOSITION			
Single	31.5%	20.2%	36.4%
Married couple/no children	26.8	22.9	40.6
Family, youngest child			
Under 6	26.4	23.6	40.5
6-12	29.4	26.0	41.1
13-17	23.1	22.4	51.7
18 +	27.1	19.3	49.5
FEMALE HEAD EMPLOYMENT			
Full-time	30.6%	19.4%	45.6%
Part-time	30.4	24.8	41.6
Not employed	21.9	23.2	43.7
HOUSEHOLD INCOME			
Under $10,000	26.0%	21.9%	37.4%
$10,000-$14,999	23.3	24.6	47.9
$15,000-$19,999	23.5	28.4	39.2
$20,000-$24,999	27.8	15.7	52.2
$25,000-$34,999	26.9	23.6	44.0
$35,000-$49,999	33.0	17.8	46.6
$50,000 +	30.0	25.5	36.4

TABLE III-14 (continued)

I WOULD TAKE ADVANTAGE OF COMPLETE, GOURMET TAKE OUT MEALS FOR MY HOUSEHOLD AND MY GUESTS IF THEY WERE MORE READILY AVAILABLE FROM SPECIALTY AND ATMOSPHERE RESTAURANTS

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	30.1%	18.6%	44.1%
Midwest	29.4	22.2	52.5
South	28.4	25.0	38.4
West	20.0	21.9	50.2
FREQUENCY OF EATING OUT			
4 or more times a month	32.0%	20.8%	41.1%
2 or 3 times a month	25.2	24.8	45.0
Once a month	20.5	23.4	48.2
Once every other month	20.0	23.3	50.0
Once every 6 months/ once a year	19.7	26.2	45.9
Never	*	*	*

* Sample size too small for analysis.

TABLE III-15

I OFTEN HAVE TO REHEAT HOT TAKE OUT FOODS BEFORE I EAT THEM

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
TOTAL RESPONDENTS	22.8%	17.5%	51.7%
SEX			
Male	22.4%	18.1%	51.6%
Female	23.1	17.1	52.0
AGE			
Under 18	14.3%	14.3%	58.2%
18-24	13.7	20.5	65.8
25-34	25.3	17.4	55.0
35-44	17.7	17.1	62.2
45-54	23.8	15.1	57.0
55-64	26.6	21.2	47.3
65 +	27.2	17.4	34.4
HOUSEHOLD COMPOSITION			
Single	22.6%	15.5%	48.8%
Married couple/no children	28.0	17.7	43.5
Family, youngest child			
Under 6	15.1	14.2	61.3
6-12	19.2	17.8	59.6
13-17	15.0	21.8	59.9
18 +	27.1	17.4	50.5
FEMALE HEAD EMPLOYMENT			
Full-time	20.0%	14.2%	61.2%
Part-time	21.1	18.6	56.5
Not employed	25.2	18.7	43.9
HOUSEHOLD INCOME			
Under $10,000	23.7%	11.4%	48.9%
$10,000-$14,999	19.8	18.3	56.3
$15,000-$19,999	21.5	23.5	46.1
$20,000-$24,999	32.1	13.0	50.5
$25,000-$34,999	22.7	18.1	53.8
$35,000-$49,999	23.5	20.9	51.3
$50,000 +	15.5	20.9	55.4

TABLE III-15 (continued)

I OFTEN HAVE TO REHEAT HOT TAKE OUT FOODS BEFORE I EAT THEM

	Percent Saying ...		
	Agree	Neither Agree Nor Disagree	Disagree
REGION			
Northeast	22.4%	12.3%	57.6%
Midwest	26.6	23.7	44.0
South	23.8	14.9	52.1
West	16.3	18.1	56.3
FREQUENCY OF EATING OUT			
4 or more times a month	25.4%	16.0%	51.8%
2 or 3 times a month	24.3	18.1	52.5
Once a month	16.4	12.1	62.4
Once every other month	20.0	35.0	36.6
Once every 6 months/ once a year	19.7	24.6	47.6
Never	*	*	*

* Sample size too small for analysis.

QUESTIONNAIRE

"MARKET RESEARCH THROUGH REPRESENTATIVE HOUSEHOLDS"

nfo
NATIONAL
FAMILY
OPINION, INC.

P. O. Box 474 Toledo, OH 43654

TOLL-FREE NUMBERS:
OUTSIDE OHIO: 1-800-537-4097
INSIDE OHIO: 1-800-472-4000
TOLEDO & VICINITY: 666-8800

01682

Dear NFO Member,

Today, I would like the three oldest members of your household to answer this questionnaire concerning take-out foods and beverages. (By take-out foods and beverages, I mean ready-to-eat foods and beverages prepared at a full service restaurant, fast food place, convenience store, grocery store, supermarket or some other type of eating establishment and purchased to consume somewhere other than the place where it was bought.)

When the three oldest members of your household have completed each question, please return the questionnaire in the enclosed postage-paid envelope.

Thank you so much for taking the time to help!

Sincerely,

Carol

Carol Adams

MEMBER OF AMERICAN MARKETING ASSOCIATION TOLEDO CHAMBER OF COMMERCE

	Convenience store..........	☐	☐	☐
	Supermarket/grocery store..	☐	☐	☐
	Deli.......................	☐	☐	☐
	Other establishment........	☐	☐	☐
c. For which meal occasion did you purchase the take-out food and/or beverage?	Breakfast..................	☐	☐	☐
	Lunch......................	☐	☐	☐
	Dinner.....................	☐	☐	☐
	Snack......................	☐	☐	☐
d. On which day of the week was the take-out food and/or beverage purchased?		______	______	______
e. Where did you come from when you purchased the take-out food and/or beverage?	Home.......................	☐	☐	☐
	Work.......................	☐	☐	☐
	Recreation/entertainment activity...........	☐	☐	☐
	Business/travel............	☐	☐	☐
	Vacation/travel............	☐	☐	☐
	Shopping...................	☐	☐	☐
	School.....................	☐	☐	☐
	Other......................	☐	☐	☐
f. Where did you go after you purchased the take-out food and/or beverage?	Home.......................	☐	☐	☐
	Work.......................	☐	☐	☐
	Recreation/entertainment activity...........	☐	☐	☐
	Business/travel............	☐	☐	☐
	Vacation/travel............	☐	☐	☐
	Shopping...................	☐	☐	☐
	School.....................	☐	☐	☐
	Other......................	☐	☐	☐
g. Where did you place your order?	At the counter.............	☐	☐	☐
	Over the telephone.........	☐	☐	☐
	In a car...................	☐	☐	☐
h. Where was the food eaten?	At home....................	☐	☐	☐
	At work....................	☐	☐	☐
	In a car...................	☐	☐	☐
	Other......................	☐	☐	☐
i. Was the take-out order delivered to you by the establishment?	Yes........................	☐ - GO TO QU. 4L	☐ - GO TO QU. 4L	☐ - GO TO QU. 4L
	No.........................	☐	☐	☐
j. Did you walk or drive to the establishment where you purchased your take-out food and/or beverage?	Walk.......................	☐	☐	☐
	Drive......................	☐	☐	☐
k. How far did you walk or drive?	Under 1 mile...............	☐	☐	☐
	1 - 2 miles................	☐	☐	☐
	3 - 5 miles................	☐	☐	☐
	More than 5 miles..........	☐	☐	☐

		HOUSEHOLD MEMBER #1	HOUSEHOLD MEMBER #2	HOUSEHOLD MEMBER #3
Please write in the AGE and indicate the SEX of the three oldest household members living at home		AGE:____ SEX: 1☐ M 2☐ F	AGE:____ SEX: 1☐ M 2☐ F	AGE:____ SEX: 1☐ M 2☐ F
1. How often do you personally eat at a restaurant, or fast food place? (Do not include any take out occasions.)	4 or more times a month	1☐	1☐	1☐
	2 or 3 times a month	2☐	2☐	2☐
	Once a month	3☐	3☐	3☐
	Once every other month	4☐	4☐	4☐
	Once every 6 months	5☐	5☐	5☐
	Once a year	6☐	6☐	6☐
	Never	7☐	7☐	7☐
2a. How often do you personally purchase take-out foods and/or beverages from a restaurant, fast food place, convenience store, supermarket, deli or other type of establishment?	4 or more times a month	1☐	1☐	1☐
	2 or 3 times a month	2☐	2☐	2☐
	Once a month	3☐	3☐	3☐
	Once every other month	4☐	4☐	4☐
	Once every 6 months	5☐	5☐	5☐
	Once a year	6☐	6☐	6☐
	Never	7☐ - GO TO QU. 5	7☐ - GO TO QU. 5	7☐ - GO TO QU. 5

		HOUSEHOLD MEMBER #1							HOUSEHOLD MEMBER #2							HOUSEHOLD MEMBER #3						
		4 or more times a month	2 or 3 times a month	Once a month	Once every other month	Once every 6 months	Once a year	Never	4 or more times a month	2 or 3 times a month	Once a month	Once every other month	Once every 6 months	Once a year	Never	4 or more times a month	2 or 3 times a month	Once a month	Once every other month	Once every 6 months	Once a year	Never
b. How often do you personally purchase take-out foods and/or beverages from a ...	Table service restaurant	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
	Fast food/take-out place	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
	Convenience store	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
	Supermarket/grocery store	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
	Deli	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
3. How often do you personally purchase take-out foods and/or beverages for:	Breakfast	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
	Lunch	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
	Dinner	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
	Snack	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐

		HOUSEHOLD MEMBER #1	HOUSEHOLD MEMBER #2	HOUSEHOLD MEMBER #3
4a. When was the last time you purchased take-out food and/or beverages from a restaurant, fast food place, convenience store, supermarket, deli or some other establishment?	In the past two weeks	1☐	1☐	1☐
	2 - 4 weeks ago	2☐	2☐	2☐
	1 - 2 months ago	3☐	3☐	3☐
	3 - 6 months ago	4☐	4☐	4☐
	7 - 12 months ago	5☐	5☐	5☐
	Over 1 year ago	6☐	6☐	6☐
b. How would you describe the establishment where you purchased your take-out food and/or beverage?	Table service restaurant	1☐	1☐	1☐
	Fast food/take-out place	2☐	2☐	2☐
	Cafeteria	3☐	3☐	3☐

Please continue to answer for the three oldest household members in the same order as on the preceding page!

4. (CONTINUED)

		HOUSEHOLD MEMBER #1 AGE: ____ SEX: 1☐ M 2☐ F	HOUSEHOLD MEMBER #2 AGE: ____ SEX: 1☐ M 2☐ F	HOUSEHOLD MEMBER #3 AGE: ____ SEX: 1☐ M 2☐ F
l. Was the take-out food and/or beverage purchased for yourself only or for other people as well?	Myself only	1 ☐	1 ☐	1 ☐
	Others - Household members	2 ☐	2 ☐	2 ☐
	Friends	3 ☐	3 ☐	3 ☐
	Co-workers	4 ☐	4 ☐	4 ☐
	Others	5 ☐	5 ☐	5 ☐
m. For how many people, including yourself, was the take-out food and/or beverage purchased?	1 person	1 ☐	1 ☐	1 ☐
	2 persons	2 ☐	2 ☐	2 ☐
	3 persons	3 ☐	3 ☐	3 ☐
	4 persons	4 ☐	4 ☐	4 ☐
	5 or more persons	5 ☐	5 ☐	5 ☐
n. Which of these foods did you purchase for the take-out meal or snack?	Eggs, any style	01 ☐	01 ☐	01 ☐
	Omelet	02 ☐	02 ☐	02 ☐
	Egg sandwich on an English muffin, croissant or biscuit	03 ☐	03 ☐	03 ☐
	Sausage sandwich	04 ☐	04 ☐	04 ☐
	Sausage/bacon	05 ☐	05 ☐	05 ☐
	Donuts/pastry/croissant	06 ☐	06 ☐	06 ☐
	Hash Browns	07 ☐	07 ☐	07 ☐
	Pancakes/waffles	08 ☐	08 ☐	08 ☐
	Bagel/English muffin/toast	09 ☐	09 ☐	09 ☐
	French toast	10 ☐	10 ☐	10 ☐
	Hamburgers/cheeseburgers	11 ☐	11 ☐	11 ☐
	Sandwiches, any type	12 ☐	12 ☐	12 ☐
	Hot dogs	13 ☐	13 ☐	13 ☐
	Hoagies/subs/heroes/grinders	14 ☐	14 ☐	14 ☐
	Chicken	15 ☐	15 ☐	15 ☐
	Pizza	16 ☐	16 ☐	16 ☐
	Italian food (other than pizza)	17 ☐	17 ☐	17 ☐
	Mexican food	18 ☐	18 ☐	18 ☐
	Oriental food	19 ☐	19 ☐	19 ☐
	Fish/seafood	20 ☐	20 ☐	20 ☐
	Barbecue	21 ☐	21 ☐	21 ☐
	French fries	22 ☐	22 ☐	22 ☐
	Baked potato	23 ☐	23 ☐	23 ☐
	Salad, tossed	24 ☐	24 ☐	24 ☐
	Other salad (fruit, potato, chicken, etc.)	25 ☐	25 ☐	25 ☐
	Soup	26 ☐	26 ☐	26 ☐
	Ice cream/yogurt	27 ☐	27 ☐	27 ☐
	Cookies	28 ☐	28 ☐	28 ☐
	Other - (Specify) ____	☐ ☐	☐ ☐	☐ ☐
o. Did you purchase a beverage with your take-out meal or snack?	Yes	1 ☐	1 ☐	1 ☐
	No - GO TO QU. 4q	2 ☐	2 ☐	2 ☐
p. Which of these beverages did you purchase?	Coffee	1 ☐	1 ☐	1 ☐
	Tea (hot or cold)	2 ☐	2 ☐	2 ☐
	Milk	3 ☐	3 ☐	3 ☐
	Soft drink	4 ☐	4 ☐	4 ☐
	Fruit juice	5 ☐	5 ☐	5 ☐
	Other - (Specify) ____	☐	☐	☐
q. Why did you purchase this take-out meal or snack rather than:	Eating at home?	____	____	____
	Eating at the establishment?	____	____	____

National Family Opinion Inc

Please continue to answer for the three oldest household members in the same order as on the preceding page!	HOUSEHOLD MEMBER #1 AGE: ____ SEX: 1☐ M 2☐ F	HOUSEHOLD MEMBER #2 AGE: ____ SEX: 1☐ M 2☐ F	HOUSEHOLD MEMBER #3 AGE: ____ SEX: 1☐ M 2☐ F
4. (CONTINUED)			
r. If no take-out service had been available for this meal or snack, would you have ... Eaten at home?	1☐	1☐	1☐
Eaten at a restaurant or fast food place?	2☐	2☐	2☐
Skipped the meal or snack?	3☐	3☐	3☐
Other - (Specify) ____	☐	☐	☐
s. Approximately how much was the total check for your take-out meal or snack?	$____	$____	$____
5. Please indicate your level of agreement or disagreement with each statement using the following scale: 1 = Agree Very Much 2 = Agree Somewhat 3 = Neither Agree Nor Disagree 4 = Disagree Somewhat 5 = Disagree Very Much			
a. The packaging for take-out foods and beverages is adequate..	____	____	____
b. I am purchasing more take-out meals and snacks now than I did three years ago..............................	____	____	____
c. I often have to re-heat hot take-out foods before I eat them..	____	____	____
d. The quality of take-out food available from restaurants and fast food places has improved in the past three years..	____	____	____
e. How far away the establishment is located is important to me when choosing a place to purchase a take-out meal or snack..	____	____	____
f. I prefer take-out food purchased at restaurants and fast food places to that purchased at grocery and convenience stores..	____	____	____
g. I usually purchase a complete take-out meal rather than only one or two items to go with a meal prepared at home..	____	____	____
h. I wish more fancy restaurants offered take-out service..	____	____	____
i. I prefer to go to establishments which offer a wide variety of take-out items..............................	____	____	____
j. I prefer to go to establishments which offer daily take-out specials..	____	____	____
k. I would take advantage of delivery service if it were more readily available from restaurants and other places that serve food..............................	____	____	____
l. I would take advantage of drive-thru service if it were more readily available from restaurants and other places that serve food..........................	____	____	____
m. I would take advantage of complete, gourmet take-out meals for my household and guests if they were more readily available from specialty and atmosphere restaurants..	____	____	____